

## **Organizing Nice Run event in Lahti**

Elisa Salimäki

Bachelor's Thesis  
Degree programme in Sports and  
Leisure Management  
2011



Degree programme in Sports and Leisure Management

Author Elisa Salimäki	Group DP VII
Title of thesis Organizing Nice Run event in Lahti	Number of pages and appendices 47+49
Supervisor Markus Arvaja	
<p>Nice Run is a sports event for women, held in nine different cities around Finland during summer 2010. These cities were Pietarsaari, Vaasa, Seinäjoki, Forssa, Jyväskylä, Mikkeli, Lahti, Hämeenlinna and Espoo. Nice Run is a massive ladies' event, in which the participants take part in with the groups of six, go around a route of five kilometres and after running, enjoys the picnic, provided by the organizers. The ladies may also participate to other arranged activities during the event.</p> <p>This thesis is dealing with organizing and managing the event. It consists of a theoretical background and the implementation of the project in the case of Nice Run. The aim of this thesis was to organize Nice Run event in Lahti during summer 2010 and produce written information about the event for Forssan Salama ry. Elisa Salimäki's participation to the event bases on the request of the sports club Forssan Salama ry.</p> <p>The theoretical framework goes through the project management and leadership. The aim for the theoretical part is to produce a basic knowledge of planning, organizing, managing and executing a successful event.</p> <p>The implementation of the event of Lahti is based on personal experience on the position of the Event Organizer of Nice Run Lahti –event, during the years 2009-2010.</p> <p>The empirical part goes through description of the project, planning of the event and implementation of Nice Run event of Lahti. Forssan Salama ry does not have a written material about organized events, where all things of the event would be written down. This thesis can be used as a model for organizing Nice Run event, especially for those sports clubs, which are arranging the event for a first time.</p>	
Keywords Event organizing, sport event, project management, leadership	

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# **1 Introduction**

## **1.1 The aims of the thesis**

The aim of this thesis was to organize Nice Run event in Lahti in 2010 for the first time, and help the local sport clubs to organize the forthcoming Nice Run events.

The second aim of this thesis, is to produce theoretical background for Forssan Salama ry about arranging Nice Run event and provide a one-kind of model for the sport clubs about Nice Run event.

The material for this work is collected from Nice Run event of Lahti.

## **1.2 Why I have chosen this topic?**

In September 2009 Hanna-Maija Haikka, one of my classmates and a Project Manager of Nice Run event tour, introduced me and some of my classmates Nice Run event. Haikka asked me to start working with Nice Run event of Lahti, which was just a hypothetical idea during that time. Our conversation led to the decision that I was going to be the person who corresponds from Nice Run event of Lahti, organizing it together with Hanna-Maija Haikka. We also made an agreement that I am producing my thesis for Forssan Salama ry from the subject of organizing this Nice Run event in Lahti.

The idea of organizing a massive ladies' event - Nice Run - fascinated me, and I wanted to take part to this opportunity, which was given to me. I have not organized this kind of happening before, and this was a unique opportunity during my studying time to take part in organizing a great fitness happening. Even though I knew this event will demand a lot of time and resources, I decided to take part of this process and produce my thesis for Forssan Salama ry.

### **1.3 The benefits for Forssan Salama ry**

Forssan Salama ry is a sport club at Forssa, which organizes many sport events during a year. Two of the biggest events are Forssan Suvi-ilta and Nice Run. Forssan Suvi-ilta is one of the biggest marathon events in Finland. This year the event gathered together approximately 4000 participants (Suvi-ilta 2011.). Forssan Salama ry. organizes also Salama Sprintti (sprint event) and 11 Puistojuoksu events (a park running event) every year (Forssan Salama 2011.).

Nice Run event was planned to be arranged in nine localities. Forssan Salama decided to organize one of the events as a student work and the other events in the traditional way, organized by the local sport clubs. Starting the Nice Run project in Lahti was priceless and important for Forssan Salama ry because of the proximity of Vierumäki, where is located the most well-know sport institutes of Finland. This decision opened a new market place in Lahti region.

In 2011 the Nice Run event continued at Lahti. Now, in the main charge is Lahden Naisvoimistelijat ry and the event was organized on 16<sup>th</sup> of June. (Nice Run 2011.).

This written theory part is intended to help other localities to arrange Nice Run events and see our way to build the event for our customers. Writing important things down will strengthen the way of organizing Nice Run, and help, especially the new localities, to arrange the event. I hope my work can be efficacious as a guidebook, from where organizers can investigate information and get the idea how to execute their Nice Run event. This work will increase the written guide material about Nice Run for Forssan Salama ry, because of Nice Run events has not been reported in a literal manner before this. I hope this work will save the time of the event organizer and resources of arranging Nice Run events.

## 2 Project Management

### 2.1 What is a project?

A project is a one-time task entirety, which is time specified and aims to clear intentions. From the complementation responds explicit organization which has the resources and input for implement of the project. (Kauhanen, J., Juurakko & Kauhanen, V. 2002, 24.)

The project has one or several clear missions. When the mission is accomplished, it ends. The project has clear end and the end can be conduct from the missions. The project is always an independent entirety, where responsibility is concentrated for defined person or group, even if there would be several and different kind participants. The project always requires group work between different kind people and organizations to cooperate together. The project includes several phases from growing to ripen and it will always be a learning process for people, who work within the project. (Kauhanen et al. 2002, 24.)

The project is unique; no one can duplicate the same project, even if it would have the same name and the mission. The environment and people will always change, which affects to the project. Usually the project has several transformations during its life circle. Some of the transformations may affect to the project, some of them not, and some of them may intercept it. (Kauhanen et al. 2002, 24.)

The project consist a complex group of variables, which may include people, culture, technology and work tools. The partners of the project, such as stakeholders and sub-contractors, will take care of some project tasks. This will get highlighted when a project is large. Risks and doubtfulness belongs to every project and are part of the nature of it. Because of that, managing of the risk is fundamental part of project working. With a good planning the risks can be minimized, and by using the right kind of contracts, the risks can be sifted partly to others. (Kauhanen et al. 2002, 24-25)

## 2.2 Management and implementation of the project

### 2.2.1 Phases of the project

Kauhanen et al. presents (2002, 26.) that all projects can be divided to several phases, in order to help planning and implementing. The phases can be divided to eight categories, which are the most fundamental for the project. The categories are:

1. The preparative selection of the project
2. The decision to start the project = founding the project
3. The settings and preliminary report
4. Planning of the project
5. The estimation of the risks and the feasibility
6. The implementation of the project
7. The closure of the project
8. The estimation of the project

**The preparative selection of the project** is more or less prepared. When we talk about organizing the event, it already requires systematic planning and working. In the beginning of the project there might be several ideas, but during the process the most important ideas get involved. The SWOT-analysis is a very useful tool for analysing the ideas of the process, because it defines the strenghts, weaknesses, opportunities and threats of the project. When all sectors have been analysed, it is easy to make the decision of starting the project (Kauhanen et al. 2002, 27.). In figure 1 has been described the SWOT-analysis.

Internal	Strengths	Weaknesses
External	Opportunities	Threats

Figure 1. SWOT-analysis (Kauhanen et al. 2002, 27.)



**Founding the project** starts when the chief management has made the decision of starting a new project. Usually at this point the project group will be founded and it consist of several people, who take care from planning and implementation of the project. (Kauhanen et al. 2002, 27.)

**The settings and preliminary report** comes when the idea of project is chosen and decided to implement. Usually, one or two people define, which kind of partners the project will benefit and is there same kind of projects ongoing during the same time. The preliminary reports define the planning of the stakeholders and financiers, and that way decreases the risks of project implementation. After these preliminary reports, the chief management can make the final decision wether organize the project, delay it later, or reject. (Kauhanen et al. 2002, 28.)

**Planning of the project** starts when all preliminary reports are done and the project group starts to form a plan. The project plan is usually composed in a short period of time for the chief management. (Kauhanen et al. 2002, 28-29)The project plan should include:

1. Prologue and background
2. The target of the project (event)
3. The project organization
4. The implementation plan
  - the phases of the implementation
  - schedule
  - recruitment and the selection of the staff
  - survey, estimation and management of the risks
5. Economy and decision making
  - budgetary estimation of the project, sponsorships
  - plausible conduct of the costs
  - tracing of costs

## 6. Control plan

- meeting plan
- informing
- controlling and reporting
- educational plan
- quality controlling

Finalization and evaluation

**The estimation of the risk and the feasibility** is the time when chief management makes the last decision for giving a permission to start implementation of the event or not. The chief management has to evaluate the risks of project and the size of it: is the event too small, too big or proper for the organization. This is the phase where has to be evaluated the fact, will the organization maintain its image and/or stay functional, if the project is unprofitable. (Kauhanen et al. 2002, 29.)

**The implementation of the project** is the next phase in the process. It will be actualized though the project plan. (Kauhanen et al. 2002, 29.)

**The closure of the project** will be done after the event has ended. The project group composes the final report for the chief management. Kauhanen et al. (2002, 30.) states that the final report can include:

1. General view of the event
2. The goals of the event
  - economical
  - image
3. Successful timing of the event
  - actualization of the schedule
  - the usage of the staff
4. The financial success of the event
  - the costs
  - income and coverage

- the financing
- the final result of the financial result
- 5. The operation of the project organization
  - the actions of the chief management
  - the actions of the project organization
  - the actions of the subcontractor(s)
- 6. The notified problems during the event project
- 7. The estimation of the event
- 8. Other investigations and attachments

When the final report of the project is done and delivered to chief management, the chief management processes it, and gives feedback from the project (Kauhanen et al. 2002, 30.).

**The estimation of the project** will be done by the chief management, and some times by the partner(s). The chief management will estimate the successfulness of the event: Has the event achieved the economical, image and other issued targets? Have the sponsors got enough visibility, have they had other profit from the event or have they been satisfied in an other way? (Kauhanen et al. 2002, 30.)

### **2.3 Budgeting of the project**

This thesis is not intended to deal much with the funding. The next paragraphs concerns only a little bit of it, and has been written for theoretical purposes only.

According to Kauhanen et al (2002, 59.) the economical issues are hard to define for the project, which has not been organized beforehand. The budgeting includes several risks, which can affect the organization several years, if the project is unsuccessful. The chief management is personally responsible from the economical engagements. Kauhanen et al (2002, 59.) introduces the funding of the project can be divided in to three categories, which are:

1. The funding of the organization itself
2. The profit of the event
  - The ticket income
  - The income from the market place
3. External funding
  - grants
  - secure of the loss
  - stakeholders

Usually the events are liable to charge (Kauhanen et al. 2002, 30.). The budgeting plans of the projects are often made too optimistic. Therefore during the planning of the event is good to seek possibilities, where the economy is in balance before any tickets are sold. If the costs are greater than the income, it is important to think other ways to get money, than selling the tickets only. Sponsorships and grants are a good way to cover the expenses. The investment to the ticket selling beforehand decreases the impact of poor weather, or other reasons, which may lower the number of the participants. (Iiskola-Kesonen 2004, 77.)

The financial management is good to keep under control. Also in small events should be one person, who keeps track of the income and payments. The accounting needs to be an on-time. All payments need to be marked down for the accounting as quickly as possible. Not when the payment needs to be paid. This gives a realistic view of the coffers of the project and project manager can make reasonable decisions. If the payments are marked down later the organization may fall to situation, where the project is unsuccessful and may cause economical loss. (Iiskola-Kesonen 2004, 77.)

## **2.4 Risk management**

The projects always includes risks and because of that the risk management is an important part of the process. Via risk management the organization can make the event more successful and safe. The identification of the risks is important task for

project organization group. Some Finnish laws also exist to guide to the safer events and that way minimises different kind of risks during the events.

As stated by Van der Wagen (2007, 147.), “Risk management is the process of identifying such risks, assessing these risks and treating these risk.” The risk analysis helps to avoid and deal with the risks. The risk analysis requires some time, but later it helps our work and creates the feeling of safeness for the organizers. The organizers are accountable for safety, and because of that the risk management should be done carefully. (Kauhanen et al. 2002, 54.)

The risks can be divided in different ways. Kauhanen et al (2002, 54-55) mentions two different ways to divide risks: The first way is to divide all risks by the timing, to pre-, during and post-event occurring ones. The second way is to divide risks through context. An example is to divide them to the environmental, customer, contract, schedule, personnel and organizational, economical, technical, image and security risks. Sometimes it might be useful to use both ways at the same time for securing a good work for identifying all possible risks and their moment in time. (Kauhanen et al. 2002, 54-55)

When the project group knows the risks, it is time to estimate them and define, how much they can cause harm. Estimating the risks requires two crucial criteria, which are the odds of the risks and economical impacts. The risks can be estimated in a chart, which evaluates how harmful the risks are for the project. After all risks are gone through, the project group needs to define which kind risks need actions for lowering them. (Kauhanen et al. 2002, 55-56)

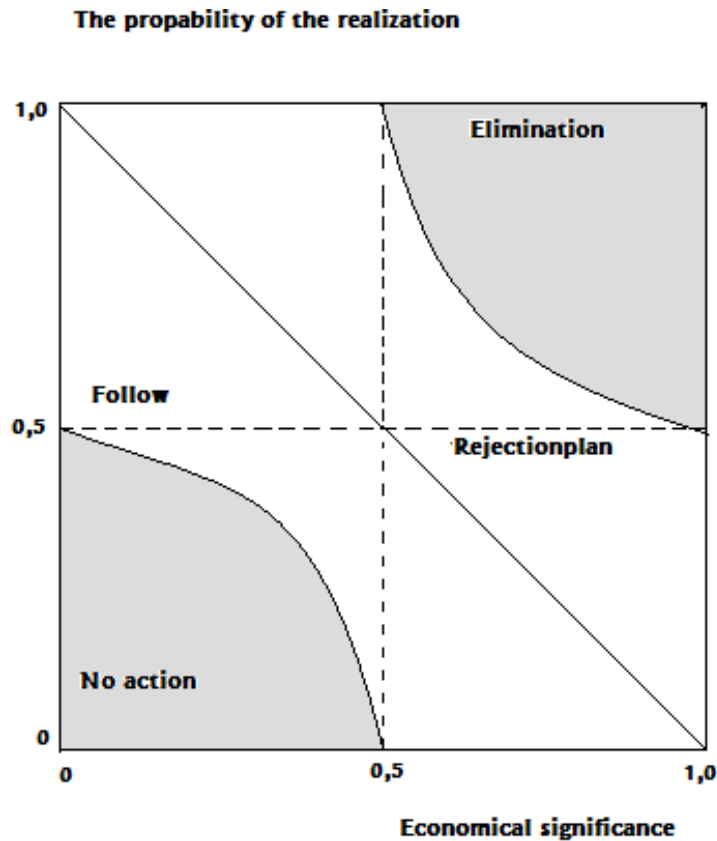


Figure 2. The risk grid (Kauhanen et al. 2002, 55.)

The figure 2 explains the chart of need for the actions that each of the risks causes. If the risk is located on the grey area of the lower left side it does not need actions. If the risk is on the white area, it requires some thoughtfulness, but if the risk is located on the upper right side of the grey area, it demands some serious actions.

Risk types	Probability					Economical significance					Overall result
	1	2	3	4	5	1	2	3	4	5	
Enviroment											
Customer											
Contract											
Schedule											
Personnel											
Economy											
Technique											
Image											
Safety											

Figure 3. Estimation of the risks (Kauhanen et al. 2002, 55.)

Figure 3 presents a numerical manner to analyse the risks of the event. Here has to be evaluated the probability of the risk and the effect to the economical situation of the event and the holder of it. By analysing the probability and economical significance, it is possible to get the overall results of the risks. The higher the number, the more action it requires.

## **2.5 The grants and announcements of the event**

The event organizer has to make an announcement to a local police at least five days before beginning of an event. The announcement requires information from a responsible organizer, the character of the event, estimated number of customers, the location of the event, the route and the circumstances, arrangements of the traffic and arrangements for peace. To the announcement needs to attach the names, who will be the peace officers of the event. The police will inspect the rights of those people for being a peace officers. If the character of the event requires, a rescue plan needs to be attached to the announcement. The police will deliver the rescue plan to a public authority of the rescue. (Arvonen, S. 2004, 30.)

If the event requires occasional constructions, tents or stages, the event organizer has to apply a grand of commission. The grand can be applied from the board of structure of the municipality. If someone sells or make some food during the event, that needs to be informed the health officer of the municipality at least 30 days before the event. (Arvonen, S. 2004, 30.)

If the organization wants to use music at the event, they should remember that it requires a grant. From Teosto the event organizer applies the grant to use music, and after the event (or sometimes before that), the organization reports to Teosto, which songs they have played. Teosto accounts the benefits to the makers of the music and publishers of it. The organization also has to pay for Gramex. Gramex is the serving link between the organization and musician or producer. (Lampinen, J. & Välikylä, T. 2009, 29.)

The event organizer needs to be made an announcement about the noise, if it may cause lot of harm to neighbourhood. The grant will be applied from the environment officer of the municipality. To evaluate the noise, one has to think about the event venue, time, duration and obstructiveness of it. (Arvonen, S. 2004, 30.) The announcement needs to be done well in advance, but at least 30 days before the event, unless the orders of the municipality determine other way (Lampinen, J. & Välikylä, T. 2009, 23.)

The safety and the rescue plan are good memory lists and it helps the sharing of the tasks between all workers, and it ensures the quality of event and that the volunteers have clear operation modes. (Arvola, S. 2004, 31.) Arvola (2004, 34.) lists that the rescue plan should include the following things:

- the name of the event and the character of it
- the responsible organizer
- the number of people, including customers and employees
- insurances
- the informing and information to customers before the event
- planning and organizing, meetings
- grants and announcements
- leading, sharing of responsibility, share of the task(s)
- event venue and route
- signs
- traffic controlling and parking
- information to participants
- public announcements and the host
- controlling of peace
- program
- preparedness and skills of the all operators and instructors
- necessary equipments, controlling and care
- foreseeable risk, effects and preparation to them
- actions for preventing the risks



- first aid capacity
- fire protection and rescue routes
- electricity and other constructions
- a possibility for exit and protection
- risk analysis
- hygiene: eating and toilets
- monitoring, keeping statistics and evaluating of the event
- protocols in case of accidents or in misfortunes
- communication during crises
- the acts after misfortunes.

The organization should take the important insurances for the event. The event organiser needs to take a liability insurance, an insurance of protection under the law for the event and an insurance for occupational accidents for the employees. These are obligatory insurances in Finland and the organization is responsible to reimburse, if someone hurts itself in the event. (Lampinen, J. & Välikylä, T. 2009, 11.)

## **3 Leadership**

### **3.1 Leadership principles**

The organization is always responsible of the event. They need to give the information to the partners about the aims of the event, the intended target group and which kind of co-working the organization wants from the stakeholders. The partners also need to be informed about how many customers will be participating in order to estimate the number of brochures and sales promoting materials. All this information is to let partners to think, is it reasonable to commit to the event of the organization. (Häyrinen E. & Vallo H. 2008, 207.)

### **3.2 The leading qualities for project manager**

The project manager needs to be assertive, because the work will require this. It is his responsibility to take care of the objectives of the event and get them fulfilled. The assertiveness should seem in the work of the project manager as an ability to work independent, decisively and friendly with other people. When the project manager works this way, the organization will be open, honest and the employees are able to express the thoughts about their work. (Iiskola-Kesonen 2004, 39.)

Using the experts and listening the opinions of other people is part of a proficient project managing. A skilled project manager forms his own opinion after using other people, but he can also change his opinion afterwards, if finding a good reason for it. (Iiskola-Kesonen 2004, 39.)

Recognizing and approving one's own opinions, and understanding the reasons for them, helps a project manager to be assertive. The project manager needs to be capable to express clearly what are his thoughts and what he wants to happen. (Iiskola-Kesonen 2004, 39.)

### **3.2.1 Assertive leader**

The good qualities for an assertive leader are self-acceptance, self-knowledge, respecting other people and a clear ability to communicate with them. Logical working by using negotiation skills helps project manager to formulate things clearly. It also helps rehearse things for workers when it is necessary. If there is a great deviation of the opinions, or the project manager brings a new task to the employees, the sub-alterns may not always understand the information on the first time, and the project manager has to rehearse it. (Iiskola-Kesonen 2004, 39.)

The assertive leader remembers always to be calm in a negotiation: he should remember that the things can argue, but people not. The project manager should always find a solution of some sort, even if the opinions of people deviate. The project manager should keep the things going forward all the time, but in a difficult situations the issue can be left dwelling on by the project group, with the decision when and how they will return to it. (Iiskola-Kesonen 2004, 39.)

### **3.3 Leading of a project**

The project organization and the leading group need to define all roles and responsibilities for managing the project. They need to investigate clearly the leading and decision-making principles and reporting responsibilities. Even small confusions and dichotomies complicate effective leading and decision making. (Silfverberg 1998, 59.)

The roles and tasks are good to define on a paper, from where it is easy to revise every now and then, or when people are not sure about their tasks. For defining, can be used the table of planning and implementation of the organization group by Silfverberg. The table is introduced below in the figure 4. To the table is purpose to fill in the name of the person/people, who is/are responsible for the field of the process.

Planning process/procedure	Participating people -who are involved or comments -from whom the information will be collected -to whom will be informed	Characters/who represents relevant group or organization, the selection of the representative
Planning together		
Collecting information and opinions (besides A)		
Informing about the plans (besides A)		
Commenting of the plans (besides A)		

Figure 4. Planning and implementation of the organization group (Silfverberg 1998, 81.)

### 3.3.1 The forms of event organizations

The events are projects, where arrangements consist of undone works and different kind of problems, which the project group needs to solve. Commonly the problems affects to many sectors at the same time. (Iiskola-Kesonen 2004, 33.)

A good outcome can be achieved, when people in charge co-operates and consider the other sections. The model of island represents in the best way the effective event organization, where people in charge of the sectors, resolve the problems and work together. Next have been introduced two models, A and B, for an event organization. The models are introduced by Iiskola-Kesonen. (2004, 33.) The figure 5 introduces the organization A, where the project manager is the leading person and he shares tasks to people, who are involved to the event and reports to executive board about the process. The figure 6 express the organization B, where is no separate project manager, but the leaders of the team and the executive board shares the tasks of the project manager.



Figure 5. An event organization A. (Iiskola-Kesonen 2004, 32.)



Figure 6. An event organization B. (Iiskola-Kesonen 2004, 32.)

### **3.3.2 The roles and responsibilities of the project manager**

A responsibility of the project manager is great, because he has to be able to lead organization and arrangements towards the agreed objectives. The project manager needs to manage the big picture and be able to connect all things, which affects to the success of the event. The ability of organizing is crucial skill for the project manager, because he needs to organize everybody's tasks, including himself. The project manager is in the main responsibility for the recruiting. (Iiskola-Kesonen 2004, 38.)

The project manager is a foreman, who is responsible for all communications. He receives information and shares it forward to the right people, where a special attention needs to be addressed to the internal communication of the organization. The staff should not receive information from outside of the organization. (Iiskola-Kesonen 2004, 38.)

## 4 Description of the project

### 4.1 The description of the project and project organization

This project came from Forssan Salama ry where Hanna-Maija Haikka worked as a project manager. In autumn 2009 Haikka suggested me to take part in organising Nice Run event in Lahti, and make my thesis from it. From Haikka and Jouko Lehtonen I got the idea of what we were going to organize and what Forssan Salama ry expected from us. The supervising teacher of this project was Markus Arvaja, who gave instructions and guided us creating this Nice Run event. In Nice Run event of Lahti, I - Elisa Salimäki - and Hanna-Maija Haikka worked as the leaders of this project. Haikka took care of the local sponsors, marketing, advertising and most of the contracts. My part was to take care of organizing the staff, grants, planning the event and leading the event day. We got important help from some other students for sharing leaflets, being a contact person by email and helping to execute the event. The greatest help we got from Virpi Rajala, Lia Smagin and Anu Nässi. Rajala and Smagin also produced their theses to Forssan Salama ry. Their subjects were in the field of customer research. Haikka also created her thesis for Nice Run organization and her subject was about organizing and managing Nice Run events. All these three theses were completed in 2010.

The most important stakeholders of this project were the city of Lahti, which gave us the venue; Citymarket Laune and Paavola by funding the event, storing food and offering bananas, cucumbers and mini tomatoes for our event; and Intersport, Lahti Previo, which enabled the event by funding it and being a contact place for customers for getting the participant letters one week before the event. During the event they had their own site near the stage for selling the Nice Run products.

The most of the other important stakeholders came through the Nice Run organization, which gave us a ready-made concept to be prosecuted in our own way. Our top organization, Forssan Salama ry, provided us several partners: Reebok, which was our main stakeholder; Sport; Diasporal; Rantasipi Cumulus; bulevardi.fi and xtravaganza.

As a being a stakeholder they got their logo to the national leaflet, had a chance to advertise their products and services during the events and Nice Run e-mails, and put their own advertisement into the participant letter of the customers. Forssan Salama ry negotiated also contracts with these stakeholders: Malaco Truly, Paussi, Fresh Bonjour, Portti, Danone Vitalinea and Hyvää Päivää. Because of the contracts they got visibility in to the events, a logo to the leaflet, and possibility to advertise themselves during events. Other stakeholders, which were provided by the top organization, were Gymstick, Life, Nestle and Nissan. These stakeholders started their co-operation later and they got visibility in the events and advertisement in the participant letter.

The local sponsors were organized by Hanna-Maija Haikka. The sponsors were Villähteen Leipä Oy, Avon and Finnbody Lahti. Other local stakeholders were mentioned on the first half of this chapter.

In Nice Run event of Lahti we made co-operation with Word Vision –organization of Finland, which has been founded in 1983. It is a Christian humanitarian development co-operation organization and a part of international Word Vision network. (World Vision 2011.)

From Nice Run event of Lahti started the water running fundraising program of World Vision, which collected funds to Sri Lanka for getting water purification and pumping plant to Kalpitiya, which works by wind and solar energy. The runner-writer Wilson Kirwa was the first person, who carried a 20-litre water canister. For more information in Finnish, see attachments 1 and 2.

In the Nice Run event of Lahti worked one widely experienced peace officer. The person of this position was Jouko Lehtonen, who came from the main organization, Forssan Salama ry.

The grants for the event we applied from police and the city of Lahti. We formed a rescue plan, applied noise grand, which actually we did not need, and first aid service we got from the Red Cross of Lahti region.



The staff of the event was formed of friends and their friends, other students, family members, people of Nice Run organization and swimmers of Heinolan Isku and Lahden Uimaseura – swimming clubs. The work was charity work and they did not get money from it. Anyhow, all staff members got working clothes; a product bag, which mostly included food products, and an employment certificate.

In the attachment 3 can be found the chart of organization in a descriptive manner.

## **4.2 The model of the project**

In our project we decided to trust the help from Forssan Salama ry, which had organised the Nice Run event since 2008. They provided help for us by sharing the knowledge and providing adequate funding for organising the event. For information about organising the event, we studied from the Internet and books, which were written about project management and organizing an event. Our teachers counselled and supervised our progress. In the next, figure 7 presents the model of Nice Run event of Lahti from where can study six different and important sections, which we had to define for the project.



Figure 7. The model of the process.

## 5 Planning of the project

### 5.1 The project calendar

We created a project calendar for Nice Run event of Lahti, which based on the information spoken by Jouko Lehtonen, Stina Haikka and Hanna-Maija Haikka about arranging Nice Run events. In the project calendar the tasks were divided in to marketing, sponsor work, conventional arrangements and communication to main organization. In Nice Run event of Lahti, Hanna-Maija Haikka's responsibilities were marketing and sponsor work. My responsibility was to take care of conventional arrangements. Communication with the project manager occurred every day excluding weekends, because my co-worker in the event of Lahti worked also for Forssan Salama ry, the main organization.

The project calendar is showed below in figure 8 and it gives the frames for seasonal planning for the event. The calendar is divided to months starting from August and ending to June.

The task during project calendar from Nice Run Lahti event				
Month	Marketing	Sponsor work	Conventional arrangements	Communication with the project director
August	The meeting of the organizing clubs and planning the project calendar			
September	Introducing the event to Haaga-Helia students			
		Acquiring stake-holders for the local event, making the contract with them → logos to the leaf-lets → marketing material ready		Close co-working with the main or-ganization of Nice Run with Hanna-Maija Haikka, who worked as a pro-ject director for Forssan Salama ry. All new proposi-tions need to be dealt with the main organization. Reporting from the situation regularly.
October				
November	Marketing to voluminous companies			
December				
	Business market-ing and market-ing for custom-ers	Projects with the stakeholders	Planning of the venue and running route.	
January				
February				
March				
April	Marketing for customers, contacts to par-ticipants, a letter to thank	Visibility for the stakeholders in the event, letter to thank	Planning carefully implementation of the event, implementation	
May				
June				

Figure 8. The task during project calendar from Nice Run Lahti event

## 5.2 SWOT-analysis

On the starting point of the project we made a SWOT-analysis as a supporting tool for our event to illustrate the strengths, weaknesses, opportunities and threats of it.

Strengths come from inside of the organization and are advantageous for the ability to achieve the marketing goals and objectives of it. Weaknesses also become inside and are disadvantageous, and because of that, may prevent the organization achieving its' marketing goals and objectives. Opportunities are good external conditions in the environment that may support to achieve marketing goals and objectives. Threats are unwanted conditions, which come outside of the organization. Threats may interfere the

ability of the organization to achieve its' marketing goals and objectives. (Parks, Quarterman & Thibault 2007, 201.)

### **5.2.1 The SWOT-analysis of the Nice Run**

In the attachment 4 has been evaluated the Nice Run event in four different views for analysing the event better. The positive things are shown on the left side and negative things on the right side of the figure.

By examining the figure can be seen that the event is well-balanced, if the project group takes in to the consideration the weaknesses and is prepared for the threats.

### **5.2.2 Preparing to risks**

At the start the project, the main organization, Forssan Salama ry, positioned a 1000 women goal for Nice Run event of Lahti. Our task was to get all those women to participate to the event. Making the SWOT-analysis helped to co-ordinate the risks of the event.

In Lahti has been organized Kunnon Nainen -sport event over 20-year (Etelä-Suomen Sanomat, 2011.). The event has achieved a great favour on the Lahti region and it also gets women on the move. This event is held by Lahden Ahkera ry (Lahden Ahkera, 2011.).

Bringing a new event with a similar concept to Lahti was challenging task for the project group, because the area of Lahti is strongly supporting Lahden Ahkera ry and our supporter was Forssan Salama ry. As we started the project, we saw a possibility to co-operate with them, but very soon we got to see that they did not wanted to make it, and because of that Kunnon Nainen –event became a great threat to Nice Run event. The events competes the customers and interest of media. However Nice Run event is held in the beginning of the summer and Kunnon Nainen -event at the early point of the autumn making it possible for the customers to participate in both events if wanting it.

Another significant risk for us was the basis and the number of employees. Our staff was formed from students, friends, family members and young swimmers. Even though we knew the young swimmers to be industrious, we had a light fear that they might cancel their participation. For preventing that, we signed a service contract with them and their parents about a month before the event. To the service contract can be familiarized with the attachment 5. The contract has written in Finnish.

## 6 The implementation of the project

### 6.1 The implementation of the project week by week

The week plan shows the most important things from each week and gives guidance what the event organiser has to do every week. This does not give all the information about what have been done for the event, because the work was divided for two people. The weeks have been opened in own sections after the next figure (figure 9.).

Week	Task of the week
44	Introducing meeting
45	
46	Nice Run organization introduces itself
47	Sharing the work task to all participants
48	
49	
50	
51	Planning the event, planning of the event route commissioned
52	Christmas
53	New Year
1	New Year
2	
3	Discussion about the Nice Run 2011
4	Making the route for the event, a national Nice Run meeting in Lahti
5	
6	Contact to Finnbody for promotion day at Trio (20.2.2010)
7	Preparation & promotion at Trio with Finnbody Lahti
8	Sharing leaflets, an offer request from L&T Oy, last chance order team t-shirts, Facebook
9	Contacting to stakeholders, planning the rescue plan, participating Go Expo –fair
10	Organizing waste disposal and toilets for the event
11	The first registration day expired
12	
13	
14	
15	Drafting a roster for the event, getting an updated offer from L&T Oy
16	Contract with L&T Oy, marketing Nice Run-Zumba®
17	Nice Run –Zumba®
18	Asking offers for sale tents
19	Electricity, updating information for the local police, second registration day expired
20	Packing the customer letters
21	Contract about water, letters to Intersport Previo, picnic arrives to Citymarket
22	Contract with World Vision, familiarisation to the event of Forssa, checking up the picnic
23	Last tasks before the event, informing staff, the event
24	Feedback from the event

Figure 9. Week plan for Nice Run event of Lahti

**Weeks 44-46** We had the first introducing meeting for students, who were interested to be involved to organize Nice Run event in Lahti. This meeting introduced us, which kind of happening Nice Run is, and what we were expected to do for the event. Many students were interested in of the meeting, and we expected to get enough people for organizing the event. At the end of the week many students gave a negative answer and resigned themselves from the project. The remaining people formed the organization group. A fortnight later, we had the first meeting with Forssan Salama ry and its executive manager, Jouko Lehtonen, with whom we discussed and made agreements for the basic functions about the event.

**Weeks 47-51** Our project leader, Hanna-Maija Haikka, discussed with us and from the conclusions of the discussions she gave us own tasks concerning of the event. At the end of the week Haikka and I familiarized ourselves to the event place and planned a possible event route. Some plans were made by using the e-mail. The event route was planned and ready to be drawn on a map. Nice Run project group stepped to Holiday Season and continued working after the New Year.

**Weeks 3-4** During these weeks we discussed about the summer 2010 and also our thoughts were already in the summer 2011; when we wanted give the responsibility to Suur-Hollolan Suunnistajat. During these weeks we had e-mail conversations with the Suur-Hollolan Suunnistajat, where we tried to examine their situation and also find a place for a work placement for one of the students during Nice Run project 2011.

The map for the event was drawn and we put it on the Internet pages of Nice Run. The map of the route can be found from the attachment 6.

At the end of the week four, we met again with Forssan Salama ry at the national Nice Run meeting, which was held in Lahti. At that time we also met the other sport clubs, which organised Nice Run events in their home towns. At the meeting we introduced ourselves, and basically the meeting focused on discussing about marketing the event, after which all cities got the flyers (attachment 7) and the posters (attachment 8) to be shared during promotional happenings.



**Weeks 6-7** We were decided to arrange a promotion day at shopping centre, Trio, and took contact to one of our stakeholders. We had a contract with Finnbody Lahti and decided to make co-operation with them. The discussions and plans for the promotional day were done via e-mail correspondence. On Saturday 20<sup>th</sup> of February, we started the event at 12.00 and our promotional event took three hours. During the day, Finnbody instructed Nice Run dancing exercises once in every thirty minute for the time of five minutes. Our group introduced the new ladies' event and we gave Nice Run -flyers and product samples from Sunnuntai and Ferrosan companies. To the feelings of the promotional day can be familiarised with the help of a picture in attachment 9.

**Week 8** We decided to create an event to Facebook, where we could invite people to take part in to the event. Facebook was an easy way to promote our event for students in Lahti region, and update the knowledge of what we were doing for the event. We invited all our friends to the event and encouraged them inviting more people. Nice Run event page on Facebook is presented in attachment 10.

During the week we shared leaflets in our neighbourhood. We contacted Lassila&Tikanoja Oy in order to get an offer for waste disposal and toilets for our event.

At the end of this week was the due date for our customers to return a coupon to Intersport Previo, if women wanted to order the pink Nice Run team t-shirts from Reebok.

**Week 9** Lassila&Tikanoja Oy contacted concerning about the waste disposal and toilets. The Red Cross of Lahti region was ordered to our event. The safety plan for the event was created and to it can be familiarized in the attachment 11 and to application for a public event grant from the police can be found in attachment 12. The attachments are in Finnish. At the end of the week was arranged Go Expo –fair in Helsinki, where we also took part in. The purpose for participating to the fair was to promote

national nice Run event tour and be a face for the event. Attachment 13 presents us at the Go Expo –fair in Helsinki.

**Week 10-11** Lassila&Tikanoja Oy contacted us, giving an offer about the waste disposal and toilets to the event. We were not fully satisfied with it and decided to ask a new offer from them. Red Cross contacted us and made a contract with us about the first aid services during the event.

Monday 15<sup>th</sup> of March was the first due date to register to Nice Run event, after which the registration was still possible, but with a higher price.

**Weeks 15-17** We got an updated offer from Lassila&Tikanoja Oy and decided to consider of it and later we decided to agree with their offer. The first version for a roster concerning about the event was drafted and the working clothes for our staff was ordered from Forssan Salama ry.

We decided to arrange a Nice Run -Zumba® marathon at the market place of Lahti on Thursday 29<sup>th</sup> of April. The event was free of charge for those who had already signed up to Nice Run event of Lahti; otherwise the payment was one euro. Information leaflets, the flyers and the posters, were shared to several places; e-mail was sent to all our customers and all women who we knew in Lahti region; and we promoted the Zumba® on our Facebook page. To the flyer and the poster can be familiarized in attachment 14 and 15.

The week 17 went making the preparations for Nice Run -Zumba® -marathon, but when the day came the weather was bad and the event had to be cancelled.

**Weeks 18-19** The picnic products required a tent for protection during the event. Offers for renting a tent were made, but the prices were too expensive and therefore we decided to rely on the help of friends and family. Later we got a chance to borrow a tent from some relatives.

The electricity was ordered from Lahti Energia Oy to ensure the power for the event and all stakeholders who needed electricity.

The local police contacted us, wanting to get more information about the event. They required us to contact the environment office of Lahti, and enquire if we needed a noise grand. The environment office of Lahti informed that noise grand was not required, because the event was held at the day time and the public announcements were kept at one place.

Friday 14<sup>th</sup> of May was the second due date for signing up for the event. After this it was still possible to enrol, but the price was even higher.

**Weeks 20-21** The week went organizing the event and packing the customer letters, which we drove later to Intersport Previo. The letter included the offers of Reebok (attachment 16), the information leaflet (attachment 17), the participation numbers for whole team (attachment 18) and advertising of the stakeholders. During the week we also contacted a local restaurant, Mamma Maria, because they kept a summer kiosk at Lanupuisto, where the event was to take place, in order to get tab water. They wanted to get involved, but had a great problem: the kiosk was broken into and Mamma Maria was still in progress of getting it opened for the summer. In the middle of negotiations we got more bad news: the kiosk was burgled again therefore Mamma Maria decided to keep it closed for the whole summer. We had to make a new plan for the water and decided to ask it from Tennis and Squash centre of Lahti. We contacted them, and for our luck they made a contract with us.

On the previous week we had packed the customer letters and on Tuesday 25<sup>th</sup> of May we delivered them to Intersport Previo, where signed up team leaders were to pick up theirs. On Saturday 29<sup>th</sup> of May the remaining letters, which were not acquired, were picked away.

All picnic products arrived to Citymarket Laune during the week 21.

**Weeks 22-23** World Vision contacted us, wanting to make co-operation with Nice Run of Lahti. The water running fundraising program has been introduced earlier in chapter 4.1 The description of the project and project organization. More information can be found from the attachment 1 and 2 in Finnish.

On Thursday 3<sup>rd</sup> of June, was arranged Nice Run event in Forssa. One of our workers travelled there and familiarized herself to the event they held.

The products and the number of them for the picnic package were controlled by a one of the organisers at Citymarket Laune.

On the event week we organised the last things for the event: the staff was informed about their tasks mostly via e-mail, because some of them came further. Wednesday 9<sup>th</sup> of June was the day when the event was held.

**Week 24** The closing meeting for the project was held and we got feedback through a phone conversation from the main organization of the event. Afterwards this all was composed in an e-mail, which summarised the whole feedback on the same page. To this can be familiarised in the attachment 19 in Finnish.

## **6.2 The Event**

The event day started early, because we needed to buy last few things before arriving to Lanupuisto. We had an agreement to be at Lanupuisto before 10.00 and meet there in order to be ready before the construction workers come and start to construct the stage and event venue.

For the first thing I explored the park for pieces of glass, needles and other things, which could be harmful for the event. The park was clean and only a handful of trash was picked up from the event venue.

Hanna-Maija Haikka and some other people arrived to Lanupuisto. Haikka and I made together the last decisions about the Nice Run event of Lahti and after that started the

construction. Construction workers built the stage and we others helped them to construct the event venue.

When the event venue was ready, the construction workers continued with the event stage and we others built the tents for the food, water and information point. The younger employees helped us by preparing the participant medals, which were given after running to all customers of the event.

Lassila&Tikanoja Oy brought toilets and trash cans before noon to the event venue. Haikka and I showed the place, where we wanted to locate them. After this we had the functioning waste disposing at the event area.

A local radio, Yle Lahti, made an approximately five-minute interview about Nice Run event of Lahti, where I told some crucial information about the event and invited people to participate. The interview was presented in the radio at the afternoon, and it brought us couple customers more.

At noon we started packing the picnic products. First were packed the eatables, which could be stored in room temperature. Later, when the ladies had started running, some employees packed the food from a delivery van, which required storing in a cold place.

On the afternoon, we tagged the route to the park by using plastic ribbons, logos of Nice Run and arrow marks. During the event the task of some employees were to show the right directions to ladies, when they passed some difficult places of the route.

The stakeholders and the host of the event, Nicke Lignell, arrived during the afternoon. Haikka and I discussed with them and showed the marketing areas for stakeholders. For Mr. Lignell we introduced the Nice Run team and briefed the event of Lahti to him.

The last volunteers arrived at 15.30 when I kept a moment of briefing for all employees, and confirmed that everyone was aware of his or her task(s). The last changes for

the tasks were made at that moment. To the roster of the event can be familiarized in the attachment 20 in Finnish.

After the briefing moment some employees drove to the tennis hall of Lahti, which is located nearby, and brought water from there. Water was brought by using 20-litre buckets; and also 20- and 10-litre canisters. In total, they brought 400 litres of water. Some employees' task was to share water to customers at the event venue. An intention was also to share water by the running route during the event, but we had no possibility arrange it on time, because we had not been prepared for that the ladies would be thirsty because of the hot and sunny weather when they arrived to Lanupisto in the first place around 16.30.

The official starting time was at 17.00, when Nicke Lignell welcomed everybody to Nice Run of Lahti event. He gave some information about things, which concerned the event, such as cloakroom, info, stake holders, waste disposal, et cetera. After welcoming and the introductions, Mr. Lignell introduced the executive manager, Tiina Saukko, of World Vision section of Finland and a runner-writer, Wilson Kirwa. They discussed about the water running program of Kalpitiya and encouraged people to join it (attachments 1 and 2).

The warm-up show started at 17.30, which was held by Finnbody Lahti. There ladies and Wilson Kirwa exercised on the rhythm of Zumba® music. The warm-up took about twenty-five minutes, and after that Wilson Kirwa sprinted to his journey together with the 20-litre water canister and ran to the nearest R-Kioski. After Mr. Kirwa was sent on his way, the ladies started their running. The foremost runners had a fore-cycler to lead them on the route.

When the ladies were on the route, the food that required storing in a cold temperature was packed to the picnic bags. Some of the volunteers prepared themselves to give the participation medals, and Haikka selected random people by using the participation numbers, who were awarded later by our stakeholders of the event.

The first runners arrived to the finish line just about thirty minutes after the start, receiving their participation medals. We had recruited boys and men to share the medals and to congratulate the ladies, but we also had girls to do that at the peak point of ladies arriving to the finish line. All ladies had arrived to the goal after one hour from the start.

After running, each team leader of their group went to the picnic tent with a picnic ticket to pick up their picnic bag. The coupon they had received earlier in the letter of participation. By giving the ticket to the picnic staff they got a plentiful bag of picnic products for their team. To the picnic coupon and the picnic bag can be familiarized in attachments 21 and 22. Both are in Finnish.

The ladies moved to the grass of the event venue to enjoy their picnic. During the picnic Nicke Lignell spoke about our stakeholders and interviewed them and the ladies had a chance to make good deals with our stakeholders and buy products from them. The good examples from these were buying baked goods from Villähteen Leipä or buy Reebok clothes from Intersport Lahti Previo.

After a while two of the employees made an agreed interview for Nicke Lignell on the stage. The interview included seven different kind questions and its idea was to be entertaining. The interview included questions about Mr. Lignell's life and shows where he has been performing. To the Finnish-language interview can be familiarized in the attachment 23. The interview was followed by awarding of the customers. Haikka had earlier chosen random customers by using the numbers of participation and now Nicke Lignell handed over the product awards to the ladies. The awards were donated by Reebok, Gymstick and Restel companies.

After the awarding session some of the participants left back home while the others still enjoyed the warm atmosphere of the summer evening. When the largest group of the women had left back home, we started to deconstruct the event venue. The stakeholders and volunteers got thanked and everyone got picnic products to bring back home. Also the volunteers could keep their Nice Run t-shirt, cap or hoodie; and they

got Nice Run ruler; and the employment certificate of the event (attachment 24). The day ended approximately at 22.30 for me and Hanna-Maija Haikka. To the feelings of the day can be introduced by the photos of the event in attachment 25.

### **6.3 Results of the event**

After Nice Run tour ended, Hanna-Maija Haikka and I kept a phone meeting, where we closed the event. Haikka had discussed with Jouko Lehtonen, and she told me that Mr. Lehtonen and all people from the main organization were satisfied to the event.

During the event some people from the main organization evaluated the event and graded it. The evaluation was based on the functionality of the event and co-operation with the main organization.

We got good feedback from the main organization via phone conversation and also via E-mail. We did not have great problems, just smaller ones, which we solved right away. The main organization evaluated the event of Lahti by using categories from one to five, where number 5 was excellent and number 1 was poor. The feedback has showed in attachment 19 in Finnish. (Haikka, H-M. 14.6.2010; Haikka, H-M. 16.6.2010.)

From organizing nationally, the event got grade 5, because we had lot of co-operation with Forssan Salama ry, and we kept contact there every week. From the program, which included the warm-up show and exercising, we got grade 4. The host of the event got grade 4. The route and the guiding were graded 3. The picnic, including the organizing, was 3. The common functionality of the event was 3 and the arrangements before the event was 4. (Haikka, H-M. 14.6.2010; Haikka, H-M. 16.6.2010.)

The positive things mentioned separately, were excellently defined event venue, Anu Nässi, who performed professionally at the information desk, the information desk, which was clear and well-established, enough toilets and clear positioning of them, along with well-organized sharing of the medals, which worked in a splendid manner. The youngest worker, five-year-old Roope, was a brilliant addition to the event,



because all ladies loved to get a medal from him. The main organization also liked our co-operation with World Vision and it gave a nice extra to the event. (Haikka, H-M. 14.6.2010; Haikka, H-M. 16.6.2010.)

The negative feedback from the main organization was focused on general organizing for the reason we had too many young employees, who needed a lot controlling and guidance. We had marked the route to the terrain a little too late and without the length signs. The route was not easy to explain to all employees the way they would have understood it. Because of that, only I and Hanna-Maija Haikka knew the route exactly, and for the timetable reasons I had to go to the terrain to mark and explain it to all who were with me. According to the feedback we received, our drinking point was established too late. The reason for that was some employees were still fetching water from the tennis hall and to the drinking point had arrived a little of water when ladies started to appear. Because the day was hot the ladies wanted to drink water before the event, which we were not prepared for and therefore we did not have enough time to establish a drinking point to the event route. The ladies would have wanted to drink also at some point. The last noted negative thing from the event was the feeling of panic, when the time got closer to five and the start of the program. The employees congregated the info point, wanting to assured of their task(s) from me. Because of that the insecurity showed to our clients, which was not a good thing. (Haikka, H-M. 14.6.2010; Haikka, H-M. 16.6.2010.)

Our aim was to get a thousand ladies to the event (Lehtonen, J. 30.1.2010.), but the event gathered 419 participants. This might sound a little, but the 419 clients along with the stakeholders, covered the costs of the event (Haikka, H-M. 14.6.2010). This was a good result for the first year, especially considering the small amount of staff and resources.

During the event we noticed a by-product, where some people who were not our customers, tried to benefit from the event by running to the goal venue acting as participants and tried to achieve the picnic bags without paying. Jouko Lehtonen, the

peace officer of the event, controlled this kind of harm and we did not lose any picnic products.

When the largest group of the ladies started their picnic, we realised an empty place in front of the stage. The sun was setting and it threw a shadow to the front of the stage while further from the stage was still sunny. The ladies did not want to enjoy the picnic in the shadow, and it was impossible to tempt people to come closer the stage.

Even if we faced some challenges through the event, most of the ladies were well-satisfied and willing to participate in the upcoming year. In that time we did not have knowledge, if the event was to be arranged again, and by whom. Now, the event has been organized twice and on the second time the organizer was Lahden Naisvoimistelijat ry (Etelä-Suomen Sanomat 2011.).

## 7 Discussion

### 7.1 Self-learning and benefits for the future

In project based thesis, the skills of hands-on experience and reporting may develop properly. An excellent thesis topic came from a good friend, and a classmate who saw a possibility for me to work in on a subject, what we were studied for the degree. With a good topic, a person can make connections with the organizations and get employed by that way. This thesis topic, which came from the working life, supports my personal growth to my expertise. During the process I had a chance to reflect my knowledge and skills to the real working life.

I got an ideal task for my thesis project because I had been working in many smaller events and I like to take responsibility of the arrangements. I was able to prepare my thesis after the working period of the event. I accomplished my work experience in Heinola, in fall 2010 and after that, when I got employed to another sport organization in Espoo, I started to write the theoretical part of my thesis. I liked to be involved to organize Nice Run event of Lahti and accomplish my thesis that way, to connect the real future working and my experiences. I was interested in developing Nice Run as an event and project and to increase my own experience. I am interested in continuing with similar projects for my future career. In this thesis process I have had the chance to apply the knowledge what I have learned. My project was started by an organization and I am happy to be a part of the group, which arranged Nice Run in Lahti and grateful for Forssan Salama ry, which enabled the opportunity for me. I know that I was an important person in this process and I hope that my thesis will offer a great help for them and for new organizers in the future.

During the process I have learned about handling a project. I have learned to create and understand the big picture in it and to be aware of the situations, which affects to a project, such as demands, timetables, needs of the stakeholders and customers. I have learned to respect a good planning and reporting and I can see it important for the future continuum and development of Nice Run events. Now, I have much greater un-

derstanding of the event organizing in general than when I started this project. Being at work as a full-time and writing the thesis at the same time has been challenging but it has taught me more to control the time and see the important things, and focusing on to them.

When I was organizing Nice Run event of Lahti for Forssan Salama ry I had some experience on similar projects, but not in a same scale. I kept a close contact to Fors-san Salama ry personnel to get more information about the project and they helped me with it. However, I got big responsibility but also a freedom for accomplish the task. Now, it would be interesting to organize the event again, when I have learned a lot about the project work in general and from the leadership. I would do some things differently than in the beginning year of Nice Run event of Lahti. In the process the managing of all employees and recruiting were the most demanding areas and it had a big and important part of organizing the event well. I have got good skills for managing people and I can see now better the best skills of the person. Especially I am sure, that there have happened improvements in my work in general. I do not stress different kind situations anymore and I can give my best easier than before for this project. I know I can work in projects as in a responsible role and, like nowadays, I work in a corresponding role and that is not a problem for me because I enjoy from it. I am interested in learning more and work on this area.

## **7.2 Evaluation and conclusions**

The theoretical part of this thesis is an informational source for the main areas, which are needed for organizing a sport event. The aim for the theoretical part has been to produce a basic knowledge of planning, organizing, managing and executing of an event and to know how to procedure the process. I think that I have reached this aim well. The theory aspects of this work should give information for all organizers, who are arranging an event and are searching the frames for theoretical background. The practical implementation for organizing Nice Run event of Lahti does not help all event organizers but for sport clubs, who organize Nice Run event there might be some help. This has been a way to organize the event and there are many other possibilities to organize the same event with the same concept. The aim for the whole thesis

has been to develop an effective Nice Run event in Lahti and establish the event there. I feel that our team has succeeded in reaching this goal because the event was arranged again and there were over 700 ladies, of which were the returning customers approximately 200 people (Etelä-Suomen Sanomat 2011.). I think I have learned about the subject much more than I was able to produce on this thesis. In the future I will be able to use the knowledge of being the event organizer of Nice Run event of Lahti in 2010.

If I would make the project again, I would study more before start planning the event. Now, I concentrated too late to the theoretical background and trusted too much to my own experience. Today, I would dispense the literature more to the beginning of the project, not red by after the event. Besides the theoretical background, I would take more adult employees to the event and commit them somehow. Now, many adult employees engaged to the event but they informed later that they could not participate. Now, I would also know better how to border the event avenue in order to make an illusion of a massive event. However, we, I and Hanna-Maija Haikka managed to produce the event well and most of the customers were satisfied.

Nice Run event is a relatively new, fast-developing and growing event in Finland. There are many possibilities for future research or projects on the event. Three other theses are being done on Nice Run. Those are researches on the areas of marketing and customer satisfaction according to feedback collected at the 2010 Nice Run events. The third thesis deals with project manager's work in organizing and managing Nice Run events and it is project oriented thesis. A possible thesis topic in Nice Run would be how to organize one Nice Run event –manual for the clubs. I strongly considered about to do my thesis from that, but I decided to arrange the event and report my experience from that. As Hanna-Maija Haikka has also suggested in her thesis, the other possibilities would be a project on developing a project plan for the event or making a balance sheet and profit and loss statement to help the organizers with the economical aspect of the event. Nice Run can offer many possibilities for the thesis subject and it would be useful for the organization if someone would improve some electronic tool, from which the organization would follow the progress of the event and take care of

subjects, which concern about the event. This would help to schedule things, and decrease annual paper work. Also, it would show information of the progress for the main organization and especially help new organization to organize the event.

I want to thank Forssan Salama ry, Hanna-Maija Haikka, all people in this project from my school, volunteers, especially my mother, sister and Roope, and all who have helped me in a writing part of the project that I have been able to do my thesis for Nice Run. I hope others doing their thesis will benefit from this in future. Also, I hope this thesis helps sport clubs in future to organize Nice Run and the event of Lahti will grow to a massive event.

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## Attachments

Attachment 1. Word Vision water running

tiedote

julkaisuvapaa 7.6.2010

### **Vesijuoksu kuivalla maalla tuo puhdasta vettä Sri Lankaan**

Tänä kesänä vesijuostaan kuivalla maalla hyvän syyn vuoksi. Suomen World Visionin ja R-kioskin yhteistyössä järjestämässä Vesijuoksu-tempauksessa kuka tahansa voi lahjoittaa kuntoilemalla 100 euroa puhtaan juomaveden varmistamiseksi lapsille Sri Lankan Kalpitiyassa.

Ympäri Suomen etenevä Vesijuoksu starttaa Lahden Nice Run -tapahtumassa 9. kesäkuuta, jolloin kenialaissyntyinen juoksija-kirjailija Wilson Kirwa ampaisee matkaan 20 litran vesikanisterin kanssa. Päämääränä pienenä lapsena Keniassa vedenhakumatkoista kokemusta keränneellä Kirwalla on Lahden Vesijärvenkadun R-kioski ja vesiprojektin tukeminen Sri Lankassa 100 eurolla. Kesän aikana Suomessa liikkuu yhteensä viisi vesikanisteria kioskilta toiselle.

### **Startteja etelästä pohjoiseen**

Lahden lisäksi Vesijuoksun neljä muuta lähtöpaikkaa ovat:

- 9.6. Porin Pesäkarhujen ottelu, jossa kanisterin numero 2 kahvaan tarttuvat Pesäkarhujen B-juniorit, jotka kiidättävät kanisterin Kalevanpuiston R-kioskille.
- 11.6. Oulussa järjestettävät tanssin SM-kisat, jossa vesikanisterin numero 3 kuljettajaksi on lupautunut Tanssii tähtien kanssa -sarjasta tuttu Sanna Hirvaskari. Marco Bjurström kirittää matkaan Sannan, joka vie kanisterin Ratakadun R-kioskille.
- 12.6. Leppävirran Blues Picnic -musiikkitapahtuma, josta kanisteri numero 4 lähtee triathlonseura Team AquaTerran ja Kuopion pyöräilyseuran tarakalla

Kuorosota-ohjelmasta tutun Tykkee-kuoron laulun saattelemana Leppävirralta kohti Kuopion Pyörönkaaren ja Tulliportinkadun kioskeja.

- 12.6. Rovaniemen Santa Claus Marathon -juoksutapahtuma, jossa viidennen kanisterin lähettää liikkeelle itse Joulupukki. Jalkapallojoukkue FC Santa Claus juoksuttaa kanisterin Saarenkylän Pulkamontien R-kioskille.

Kun vesikanisterit on laskettu liikkeelle, niitä voi kesän aikana kuljettaa kuka tahansa vapaaehtoinen R-kioskilta toiselle lihasvoimin: kävellen, juosten, polkupyörällä – vain mielikuvitus on rajana. R-kioskit lahjoittavat 100 euroa Sri Lankan Kalpitiyaan vesiongelman ratkaisemiseksi aina jokaisesta uudesta R-kioskista, jossa jokin tempauksen viidestä vesikanisterista vierailee. Tavoitteena on 150 R-kioskin valloittaminen kesän aikana. Näin rahoitetaan osaltaan Sri Lankan Kalpitiyan Minniyan kylän asukkaille puhdasta juomavettä pumppaava, tuuli- ja aurinkovoimalla toimiva vesilaitos.

- Lahjoitusten lisäksi Vesijuoksu-tempauksella halutaan muistuttaa kehitysmaiden lasten tekemistä päivittäisistä, jopa 10 kilometrin mittaisista raskaista vedenhakumatkoista. Vedenkantoon käytetty aika on pois lasten koulunkäynnistä ja leikistä, kertoo toiminnanjohtaja **Tiina Saukko** Suomen World Visionilta.

Kantaja voi itse säädellä vesimäärää kanistereissa. Vesikanistereiden kulkua voi seurata internetissä 9. kesäkuuta lähtien osoitteessa [www.facebook.com/vesijuoksu](https://www.facebook.com/vesijuoksu). Lisätietoja Vesijuoksusta ja sen säännöistä löytyy Suomen World Visionin kotisivuilta [www.worldvision.fi/vesijuoksu](https://www.worldvision.fi/vesijuoksu). Kurkista kanistereiden sijainnit ja tule mukaan tai haasta ystäväsi vesitalkoisiin!

lisätietoja:

Tiina Saukko  
toiminnanjohtaja, Suomen World Vision  
puh. 040 509 5909  
[tiina.saukko@worldvision.fi](mailto:tiina.saukko@worldvision.fi)

Teemu Rissanen  
brändi- ja konseptijohtaja, Rautakirja Oy, Kioskikauppa

puh. 050 568 0000

teemu.rissanen@r-kioski.fi

**Suomen World Vision** on lasten elinoloja ja oikeuksia edistävä kristillishumanitaarinen kehitysyhteistyöjärjestö ja osa maailman suurinta kummilapsijärjestöä World Visionia. Vuonna 1983 perustettu Suomen World Vision on ulkoasiainministeriön kumppanuusjärjestö ja Vastuullinen Lahjoittaminen ry:n jäsen. Lisätietoja: [www.worldvision.fi](http://www.worldvision.fi)

**R-kioski** on kannattava ja keskitetysti ohjattu kioskiketju, joka monipuolisella tuotevalikoimallaan tarjoaa asiakkailleen mielihyvää ja tuo helppoutta heidän elämäänsä. R-kioskit ovat osa Rautakirja-yhtymää ja muodostavat sen liikevaihdosta noin 46 %. Suomessa on runsaat 700 R-kioskia. Rautakirja kuuluu vahvaan eurooppalaiseen Sano-ma-konserniin. Lisätietoja: [www.r-kioski.fi](http://www.r-kioski.fi)

## **R-kioskin ja Suomen World Visionin yhteistyö – Mistä on kyse**

### **Mikä yhteistyö?**

R-kioskit ja Suomen World Vision keräävät yhteistyössä kesän 2010 aikana varoja Sri Lankaan rakennettavaan vedenpumppaus- ja puhdistuslaitokseen.

### **Miksi?**

Puhtaasta vedestä on pula Sri Lankassa. Kalpitiya on yksi maan köyhimmistä alueista. Seutu on maan kuivinta ja vesipula krooninen. Pohjavedet ovat saastuneita ja juomavedeksi kelpaavia vesilähteitä on vähän

### **Miten puhtaan veden puute vaikuttaa?**

Puhtaan juomaveden puute heikentää lasten ja perheiden terveydentilaa lisäten ripulia ja muita vesiperäisiä sairauksia. Puhdas vesi joudutaan ostamaan, mikä lohkaisee suuren osan toimeentulosta.

Vesihanke on osa World Visionin laajaa kehitysohjelmaa, joka kestää kokonaisuudessaan 10 - 15 vuotta ja jonka vaikutukset ovat pitkäkestoisia. **Puhdas vesi mahdollistaa paremman terveyden ja ravitsemuksen lapsille sekä edistää koulunkäyntiä ja perheiden toimeentuloa.**

### **Miten voin tukea Kalpitiyan vesihanketta?**

Kuka tahansa voi auttaa muun muassa osallistumalla Vesijuoksuun, lähettämällä tekstiviestin VESI numeroon 173 175 (hinta 10 e), hankkimalla R-kioskilta Lahjaksi lehmä - verkkokaupan lahjakortin (kesäkuusta alkaen), tekemällä Lahjaksi lehmä - verkkokaupassa Ärrävesi-lahjoituksen (21.5. alkaen) sekä ostamalla R-kioskilta hyvää tekevää Ärrävettä. Jokaisesta 10.5.-31.8.2010 myydyistä Ärrävesipullosta lahjoitetaan 20 senttiä Kalpitiyaan.

### **Mikä on Vesijuoksu?**

Vesijuoksu on helppo ja osallistujalle maksuton tapa tukea Kalpitiyan vesihanketta. Vesijuoksussa kuljetetaan vesikanisteria R-kioskilta toiselle joko lihasvoimin (kävelen, juosten, polkupyörällä, rullaluistimilla, vain mielikuvitus on rajana) tai julkisilla kulkuneuvoilla. R-kioski lahjoittaa Sri Lankaan 100 € R-kioskilta, jossa vesikanisteri käy ensimmäistä kertaa.

### **Miten voin osallistua ja seurata Vesijuoksua?**

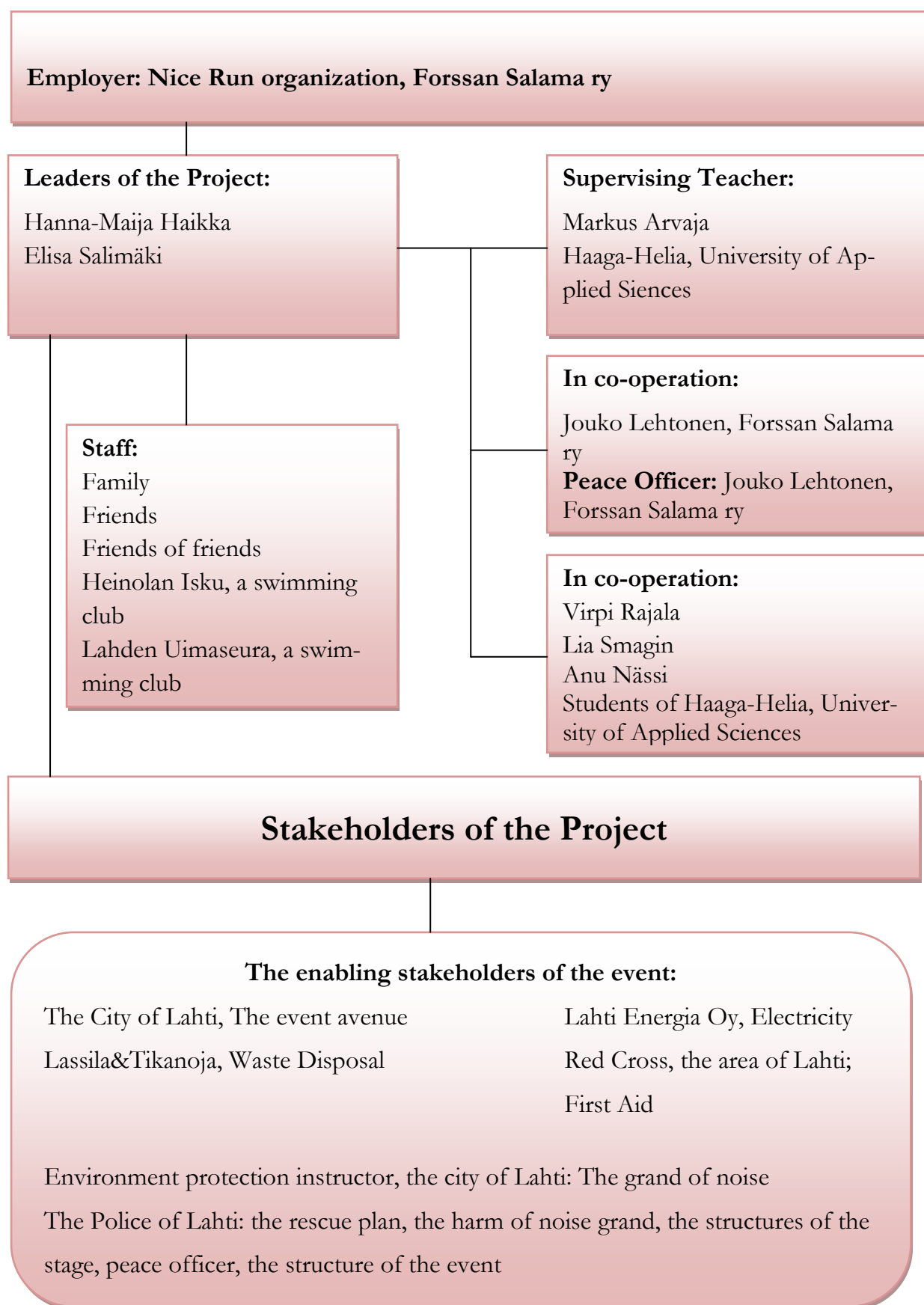
Kuka tahansa voi kuljettaa vesikanisteria. Niiden sijaintia ja kulkemaa reittiä voi seurata Facebookissa Vesijuoksu-sivulla [www.facebook.com/vesijuoksu](http://www.facebook.com/vesijuoksu), tai kampanjasivulla [www.worldvision.fi/vesijuoksu](http://www.worldvision.fi/vesijuoksu). Tempaukseen voi vesikanisteria kuljettamaan mielellä haastaa mukaan myös ystävänsä tai työtoverinsa.

Lue lisää Vesijuoksusta [www.worldvision.fi/vesijuoksu](http://www.worldvision.fi/vesijuoksu).

Lue lisää Kalpitiyan aluekehitysohjelmasta

<http://www.worldvision.fi/kohdemaat/srilanka/kalpitiya>

### Attachment 3. The description of the event organization



**Important stakeholders of the event:**

Citymarket Laune & Paavola

Intersport Lahti Previo

**Local stakeholders:**

Villähteen Leipä

Avon

Finnbody Lahti

**The stakeholders from the main organization:**

Reebok

Malaco Truly

Sport

Paussi

Diasporal

Fresh Bonjour

Rantasipi Cumulus

Portti

bulevardi.fi

Danone Vitalinea

xtravaganza

Hyvää Päivää

Life

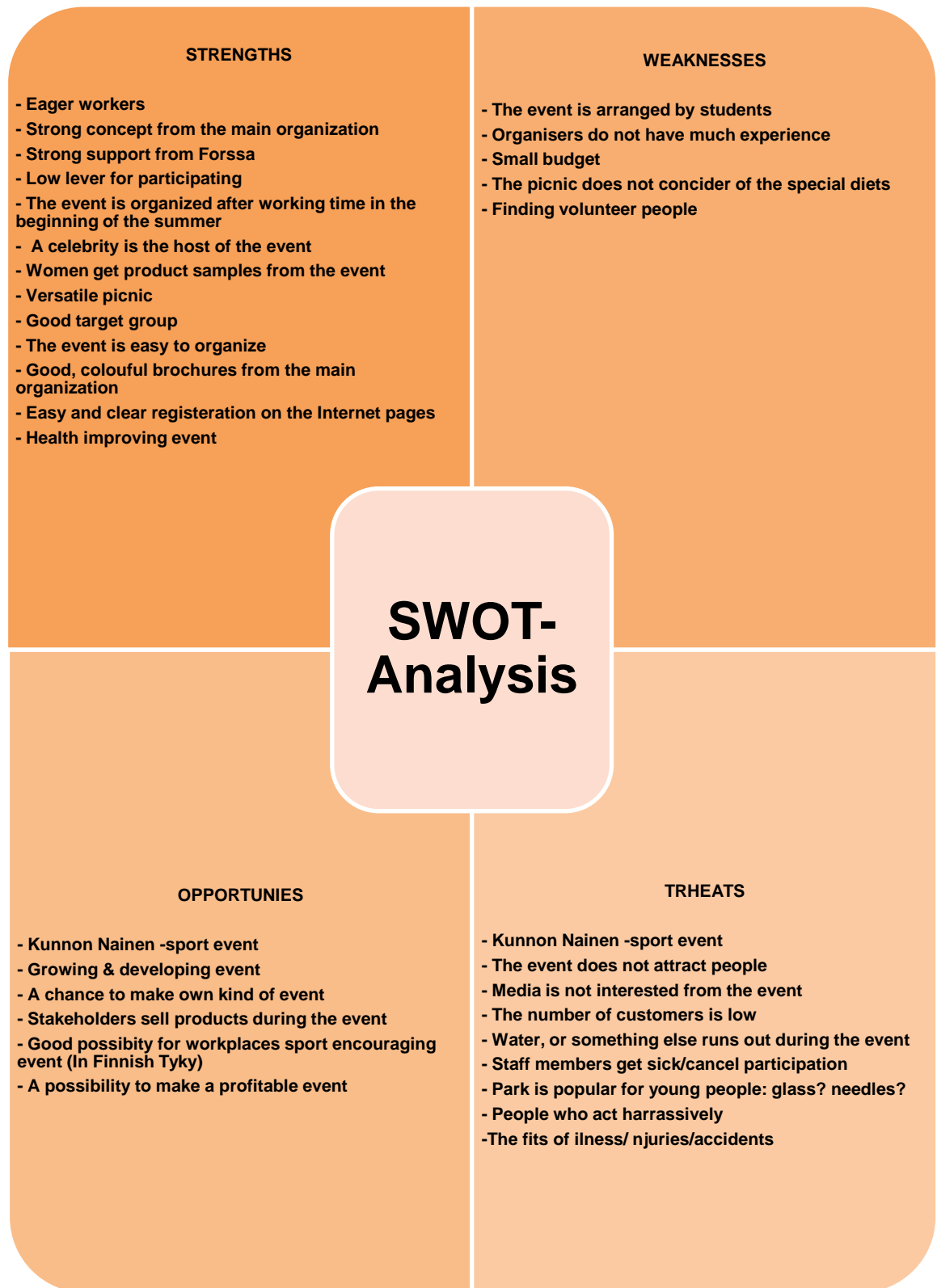
Gymstick

Nestle

Nissan

**World Vision, the Water running program**

#### Attachment 4. The SWOT-analysis of Nice Run event of Lahti





## **Nice Run talkootyöntekijä sopimus**

Nice Run on kaiken ikäisten naisten valtakunnallinen kuntoilutapahtuma, jonka kruunaa yhteinen piknik nurmella. Tapahtuma järjestetään ensimmäistä kertaa Lahdessa tulevana kesänä.

Lapsesi on kutsuttu Nice Run Lahti –tapahtuman talkootyöläiseksi 9.6.2010 Pikku-Vesijärven puistoon. Tehtävät ovat helppoja: esim. piknik-kassien ja mitalien jakoa, suunnan näyttämistä kuntoilureitillä sekä juontajan haastattelua. Mikäli lapsesi on kiinnostunut osallistumaan tapahtumaan talkoolaisena, täyttäkää oheinen kaavake. Myös vanhemmat ovat tervetulleita tulemaan talkoolaisiksi.

Talkoolaisena oleva henkilö saa Nice Run –paidan, piknik tuotteita, tuotekassin, työtödistuksen sekä ilmaisen osallistumisen tapahtumaan.

Terveisin,

Elisa Salimäki

Tapahtumavastaava

puh. xxx xxxxxxxx

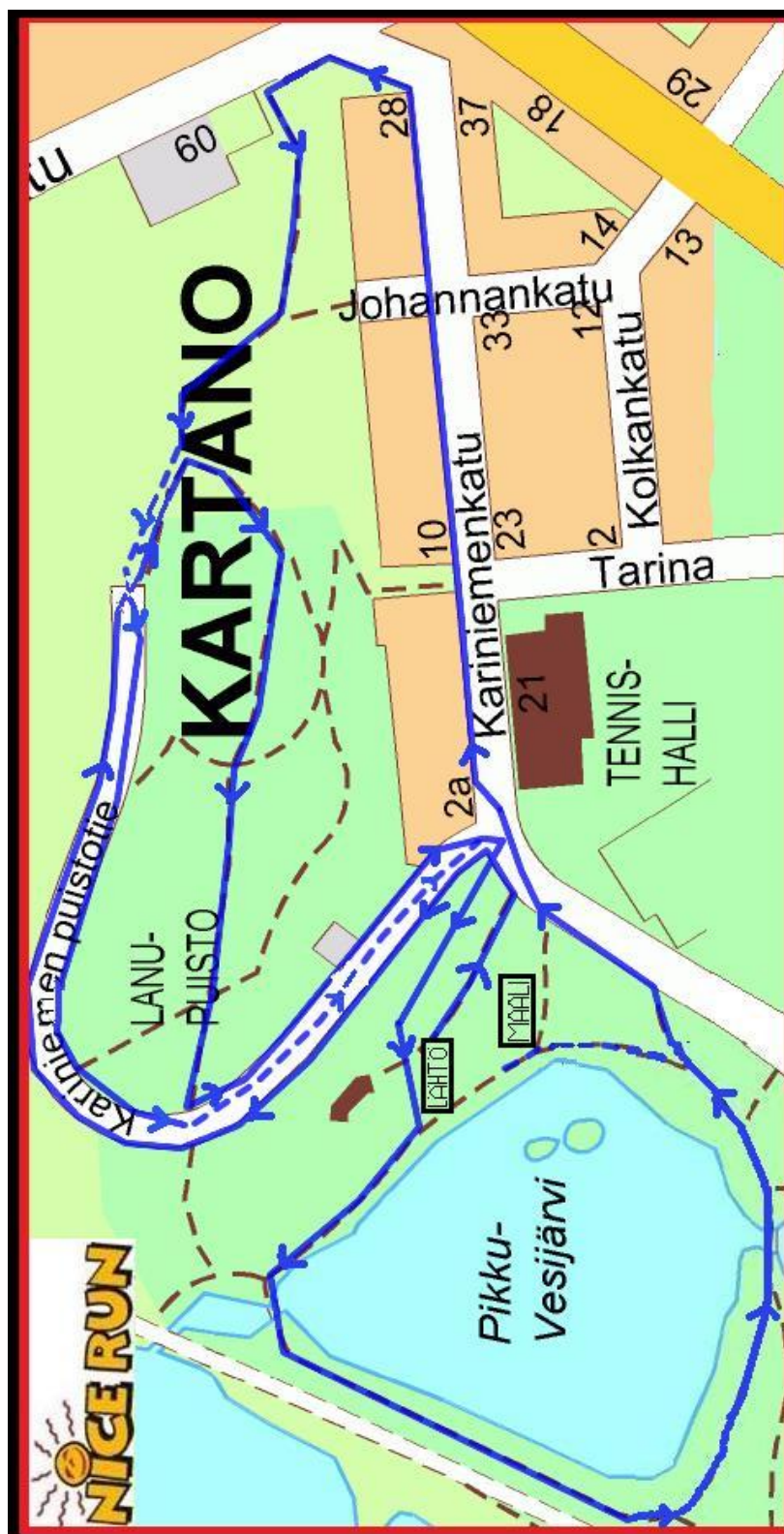
Ps. Nice Run –paitoja on rajoitetusti, joten ilmoita itsesi mahdollisimman nopeasti tapahtumaan varmistaaksesi oman paidan saamisen.

Nimi:

Puhelinnumero:

Vanhemman nimi ja allekirjoitus:

Attachment 6. The route map of Nice Run event



Attachment 7. The flyer of the event

The covers of the flyer

**Ilmoittautuminen**

Ilmoittautu nettisivuiltamme osoitteessa [www.nicerun.fi](http://www.nicerun.fi).

• 6-vuorokautta ennen 114€  
 ilmoittautuminen 274€  
 • 6-vuorokautta ennen 150€  
 ilmoittautuminen 304€  
 • 15.5. jälkeen ilmoittautuminen suoraan  
 pakettina 344€  
 6-vuorokautta ennen 174€  
 ilmoittautuminen 324€

\*15.5. jälkeen ilmoittautuminen suoraan pakettina 344€  
 6-vuorokautta ennen 174€  
 ilmoittautuminen 324€

**Talvikausi**

Numerot ja pakettitunnukset on saatavilla  
 toimittajien verkkosivuilta n. viikko ennen lähtöä.

**Ilmoittautuminen**

Ota yhteyttä pakettiin Nice Run -järjestäjät  
 Forssan Seuran ry  
 Uusikaupunki 1  
 01100 Forssa  
 Puh. 030 435 5805  
 Faksi 030 435 7275  
 info@nicerun.fi

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 mennessä,  
 maksat vain  
 114€\***  
[www.nicerun.fi](http://www.nicerun.fi)

**M**  
 Hella Oy

**Reebok**

**SPORT**

**BULEVARDI.FI**

**13.5.2010**

**xtravaganza**

**TILAA OMAT  
 REEBOK  
 NICE RUN  
 -TIIMIPAITASI**

Koot:  
 S \_\_\_\_\_ kpl  
 M \_\_\_\_\_ kpl  
 L \_\_\_\_\_ kpl  
 XL \_\_\_\_\_ kpl

Tekninen hengittävä t-paita herkullisissa värissäk.  
 NYT 14,90 e (vaih 30 €).

Tilasin nimi: \_\_\_\_\_

Palauta kuponki omaan Nice Run -ilmoittautukseen 28.2.2010  
 mennessä, niin voit saada paidat hulluun 20.10 alkuun.

Ilmoittautus on pakettitunnus  
 InterSport Kukka / InterSport Vaasa / InterSport Seinäjoki /  
 InterSport Forssa / InterSport Jyväskylä / Taivassalo / InterSport Lahti  
 Pori / InterSport Hämeenlinna / InterSport Espoo / InterSport Suonenjoki

**NICE RUN** **INTERSPORT** **Reebok**

**NICE RUN** 2010  
[www.nicerun.fi](http://www.nicerun.fi)

Pietarsaari 31.5. Vaasa 1.6. Seinäjoki 2.6.  
 Forssa 3.6. Jyväskylä 7.6. Mikkelä 8.6. Lahti 9.6.  
 Hämeenlinna 10.6. Espoo 11.6.

**Reebok**



# NICE RUN 2010

*Nice Run lyhyesti*

- Nice Runin osallistujien kauden hengen joukossa
- Johtajat ovat arki-Häiden
- Tarjoamme runsaan ja monipuolisen pienkin kaikille osallistujaryhmille
- Nice Run kunnioitetaan neiti n. 5 km palkki
- Ei läpäläpää, voit itse tarjota oman aikasi loista maalisella

*Kaikki osallistajat*

- Suorat runsaan ja monipuolisen pienkin ryhmänsä kanssa
- Suorat Nice Run -mielisin
- Osallistajat auttavat itseänsä
- Nuoret kutsutaan yhteistyökumppaneiden huomiin tuloon vain Nice Run -tapahtumissa
- Pienetkin ryhmät yhdistetään aikamittauksiin ja mukavasti temporeista
- Ohjelmasta Nickie Lignellin johtajilla

*Enemmän tarjota:*

**Palkki**

Nice Runin osallistujien kauden hengen ryhmänsä. Keskä yleistä tai työkaverit ja ilmoittautu itsekin ilmoittautumisen.

Maalisella ryhmänsä saa herkullisen ja runsaan pikniikin. Näytti hyvältä fikseillä reissuilla. (Näytti yhdessä ryhmänsä kanssa. Nice Run -ryhmä on monipuolinen, tervetuloa ja tervetuloa.

**Ohjelma:**

Nice Run on aikakeski upea kuntojuhla kaikenikäisille naisille. Voit kävellä, hiihtää tai juosta n. 5 km omaan tarpeeseen.

**Ohjelma:**

17.00	Ohjelma alkaa, johtajana Nickie Lignell
17.30	Yhteinen alkulämmittely
18.00	Lähtö
18.30-21.00	Piknik
21.00	ruumalla

*Maailman mukana Nickie Lignell*

*www.nicerun.fi*

**JYVÄSKYLÄ 7.8.**

Matti Laitinen, kädessä vaimon ja tyttärensä kanssa  
**JYVÄSKYLÄ**  
 Matti Laitinen ry  
 Tammela, p. 014 218 001  
 matti@jyvaskyla.fi

**MIKKELI 8.8.**

Kalle Järvelin, kädessä vaimon ja tyttärensä kanssa  
**MIKKELI**  
 Kalle Järvelin ry  
 Tammela, p. 014 218 001  
 kalle@jyvaskyla.fi

**LAHTI 9.8.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**LAHTI**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**HAAMEENLINNA 10.8.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**HAAMEENLINNA**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**ESPOO 11.8.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**ESPOO**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**PIETARSAAFI 31.5.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**PIETARSAAFI**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**VAAJA 1.6.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**VAAJA**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**SEINÄJOKI 2.6.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**SEINÄJOKI**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi

**FORSSA 3.6.**

Ulla Laitinen, kädessä vaimon ja tyttärensä kanssa  
**FORSSA**  
 Ulla Laitinen ry  
 Tammela, p. 014 218 001  
 ulla@jyvaskyla.fi



**NICE RUN** 2010  
LAHTI 9.6.

Ilmoita  
ryhmäsi 15.3.  
mennessä,  
maksat vain  
**114€\***  
[www.nicerun.fi](http://www.nicerun.fi)

\* hinta 15.3., tilaus 15.06

Juontajana Nicke Lignell

**Reebok**

ILMAINEN  
SPORT-LENTI  
280 tila useimmilla  
sille yrityksissä  
ilmoittaneille  
ryhmäjohtajille.

Pietarsaari 31.5. • Vaasa 1.6. • Seinäjoki 2.6. • Forssa 3.6. • Jyväskylä 7.6. • Mikkeli 8.6. • Lahti 9.6. • Hämeenlinna 10.6. • Espoo 11.6.



The exhibition place at Trio. Photo: Virpi Rajala





# Tapahtuman turvallisuussuunnitelma

Tapahtuman nimi

Nice Run

Tapahtuman järjestäjä

Vierumäen opiskelijat/

Forssan Salama ry

Tapahtuman päivämäärä

9.6.2010

Suunnitelman laatija ja allekirjoitus

Elisa Salimäki

**Säädösperusteet: Tuoteturvallisuuslaki 914/1986**

**Pelastuslaki 468/2003**

**Pelastusasetus 787/2003**



# 1. Toiminnan/tapahtuman kuvaus, tapahtuman paikka

Nice Run on naisille suunnattu kuntotapahtuma Lahden Pikku-Vesijärven koillispuoleisessa puistossa. Tapahtumassa osallistujat kiertävät Pikku-Vesijärven rannassa ja Lanuipuistossa (Kariniemenpuistossa), siten että molemmat kierretään kahdesti. Reitin varrella on tarkat opasteet ja toimitsijoita ohjaamassa. Kilometrit on merkitty kyltein ja reitin varrella on juomapiste. Ennen reitin kiertämistä osallistujat jumppaavat puistossa ohjatusti ja reitin jälkeen osallistujat saavat piknikin nurmella. Tapahtuma alkaa klo 17.00 ja päättyy klo. 21.00. Tapahtumaan saavat osallistua vain osallistumismaksun maksaneet henkilöt, toimitsijat ja yhteistyökumppanit.

## 2. Turvallisuusorganisaatio

**Tapahtumanjohtaja:** Hanna-Maija Haikka

**Yhteystiedot: puh:** xxx xxx xxxx

**s-posti:** lahti@nicerun.fi

**Varahenkilö/-johtaja:** Elisa Salimäki

**Yhteystiedot: puh:** xxx xxx xxxx

**s-posti:** elisa.salimaki@netikka.fi

**Muu henkilöstö:** Virpi Rajala xxx xxx xxxx, Lia Smagin xxx xxx xxxx,  
Anu Nässi xxx xxx xxxx

## 3. Riskien hallinta

### Osallistujien määrä

Osallistujien määrä on 300-400 henkilöä.

### Tapahtumaan liittyvät riskit

Mahdolliset sairaskohtaukset, nilkan nyrjähtämiset ja pienet urheiluvammat tapahtuman aikana, alkoholin vaikutuksen alaiset ihmiset ja luvatta paikalla olevat ihmiset.

## Mahdolliset rajoitukset

Tapahtumaan tulee osallistua oman terveydentilan salliessa. Alue on rajattu ja merkitty osallistujille. Tapahtumaan saavat osallistua vain ilmoittautuneet osallistujat, järjestäjät sekä yhteistyökumppanit.

## Käytettävät varusteet

Normaali, kelinmukainen liikuntavarustus sekä lenkkarit.

## Ensiapu/pelastusvalmius

SPR:n henkilöstö päivystää tapahtumapaikalla koko tapahtuman ajan. Päijät-Hämeen keskussairaala on avoinna tapahtuman aikana, jonne otetaan tarvittaessa yhteys.

## Vakuutusturva

Vastuuvakuutus ja talkoovakuutus on otettu tapahtuman ajaksi.

## Viestitys ja viestintävälineet

Kännykät.

Kaikilla järjestäjillä on kännykkälistä, jossa on muiden järjestäjien ja SPR:n henkilön sekä

terveysaseman yhteystiedot.

Megafoni käytössä.

## Mahdolliset luvat ja ilmoitukset viranomaisille

Tehty ilmoitus Päijät-Hämeen poliisilaitokselle Lahteen sekä ilmoitus elintarvikkeiden jakamisesta piknikissä terveystarkastajalle. Puistolupa haettu sekä ympäristön suojelutarkastajaa informoitu tilaisuudesta (melulupaa ei tarvittu tapahtumalle).

## Tiedottaminen

Nice Run nettisivusto sekä sähköinen tiedottaminen.

## OHJE ONNETTOMUUDEN TAI SAIRAUSSKOHTAUKSEN VARALTA

**Ambulanssi: 112**

**Poliisi: 10022**

**Myrkytystietokeskus 09-4719 77**

**Myrkytykset varanumero: 09-471 1**

**Päivystävä sairaala: Lahden kaupunginsairaala (03) 818 4200 ja (03) 818 2551 (ensiapu poliklinikka)**

**Hammaslääkäri (03) 818 4910)**

### **Tapaturmissa oikea ensiapu saattaa olla ratkaisevan tärkeä!**

☐ **SELVITÄ, MITÄ** on tapahtunut

☐ **PELASTA** hengenvaarassa olevat, estä lisäonnettomuudet

☐ Anna **HÄTÄENSIAPU**

- turvaa hengitys ja verenkierto

- ehkäise sokki ja tyrehtyvä verenvuoto

☐ **HÄLYTÄ** apua yleisestä hätänumerosta 112

## OHJE TULIPALOTILANNETTA VARTEN

### **Tulipalon sattuessa tärkeintä on ihmishenkien pelastaminen!**

**PELASTA** ja varoita muita ihmisiä

☐ Tulipalossa aika on ratkaiseva tekijä.

**SAMMUTA** lähimmällä alkusammuttimella

☐ Tutustu etukäteen sammuttimien sijaintiin ja niiden käyttöön.

☐ Lähin sammutin soveltuu varmimmin palavaan kohteeseen.

☐ Älä koskaan sammuta rasvapaloa vedellä.

**HÄLYTÄ** palokunta yleisestä hätänumerosta 112

☐ Kerro kuka olet ja mistä soitat.

☐ Mitä on tapahtunut.

☐ Missä osoitteessa on tapahtunut.

☐ Onko ihmisiä vaarassa.

☐ Älä katkaise puhelua ennen kuin saat luvan.

**RAJOITA** palon leviäminen sulkemalla ovet, luukut ja ilmastointi.

**OPASTA** tai järjestä opastus ja esteetön pääsy pelastusyksiköille palokohteeseen.

## Lomake on vastaanotettu

Vastaanottonumero **121773449**

Vastaanottoaika **04.03.2010 klo 12:59**

Maksu **18,00 EUR**

Maksun viitenumero **8217797100000001340**

Maksettu Kansalaisen tunnistus- ja maksamispalvelun kautta:  
Osuuspankki

Lähtetämäsi lomakkeen tiedot on vastaanotettu. Vastaanottonumero on järjestelmän antama tunnus, joka yksilöi lähtetämäsi tiedot. Siirtymällä sivulla alaspäin saat näkyviin lomakkeella lähtetämäsi tiedot. Voit tulostaa tai tallentaa tämän sivun itsellesi.

## ILMOITUS YLEISÖTILAISUUDEN JÄRJESTÄMISESTÄ

**Ilmoitus on maksullinen!**

[Ohje](#)

Hakija on	muut
Nimi	<b>Forssan Salama ry.</b>
Henkilötunnus/Y-tunnus	0145631-7
Puhelinnumero	xxxxxxxxxx
Lähiosoite	<b>Vilppaankatu 1</b>
Postinumero	<b>30100</b>
Postitoimipaikka	<b>Forssa</b>
Toimeenpanopaikkakunta	<b>Lahti</b>
Sähköpostiosoite	<b>lahti@nicerun.fi</b>
Asiaa hoitava henkilö	<b>Elisa Salimäki</b>
Puhelinnumero	xxxxxxxxxx
Yleisötilaisuus	
Tilaisuus	<b>Nice Run</b>
Tilaisuuden arvioitu yleisömäärä	<b>1000</b>
Toimeenpanoaika	<b>09.06.2010-09.06.2010</b>
Tilaisuus alkaa klo	<b>17.00</b>
Tilaisuus päättyy klo	<b>21.00</b>

Mahdolliset toimeenpanoajan poikkeukset		
Tilaisuuden sisäänpääsyn alaikäraja	<b>ei ikärajoja</b>	
Toimeenpanopaikka	<b>Pikku-Vesijärven puisto</b>	
Osoite	<b>Pikku-Vesijärven puisto</b>	
Postinumero	<b>15140</b>	
Postitoimipaikka	<b>Lahti</b>	
<b>Ohjelma</b>		
Ohjelmanumero	<b>17.00 ohjelma alkaa</b>	
	<b>17.30 yhteinen alkulämmittely</b>	
<i>Tarkemman kuvauksen voi toimittaa erillisellä liitteellä.</i>	<b>18.00 lähtö 5 km:n lenkille</b>	
	<b>18.30- piknik</b>	
	<b>21.00 nurmella</b>	
Pääsy- tai muu maksu	114,00 euroa [ ] Maksuton	
Tilaisuudessa esitetään musiikkia	( ) Elävää musiikkia (x) Mekaanista musiikkia ( ) Ei esitetä musiikkia	
Anniskelu	( ) Haetaan anniskeluoikeuksia LH:lta (x) Ei anniskelua	
Äänenvahvistin	(x) Tilaisuudessa käytetään äänenvahvistimia ( ) Tilaisuudessa ei käytetä äänenvahvistimia	
Avotulet	( ) Tilaisuuden ohjelmassa on avotulia (x) Tilaisuuden ohjelmassa ei ole avotulia	
<b>Järjestyksenvalvojat, joilla on järjestyksenvalvojakortti</b>		
<i>Tiedot järjestyksenvalvojistasi voi toimittaa myös erillisellä liitteellä.</i>		
Järjestyksenvalvojan nimi	Henkilötunnus	
<b>Paina Lisää-painiketta.</b>		
#	Järjestyksenvalvojan nimi	Henkilötunnus
<b>Järjestyksenvalvojat, joilla ei ole järjestyksenvalvojakorttia</b>		
<i>Päätös järjestyksenvalvojen hyväksymisestä noudetaan ja maksetaan erikseen. Kortittomien järjestyksenvalvojen hyväksyminen á 15 euroa</i>		

*Tiedot järjestyksenvalvojista voi toimittaa myös erillisellä liitteellä.*

Järjestyksenvalvojan nimi

Henkilötunnus

**Paina Lisää-painiketta.**

#	Järjestyksenvalvojan nimi	Henkilötunnus
---	---------------------------	---------------

### Muita tietoja ja selvityksiä

### Tilaisuuden järjestämisessä huomioitavia seikkoja ja kysymyksiä

- Katsooko järjestäjä tilaisuuden vaativan järjestyksenvalvoja ☒ Ei ☐ Kyllä
- Onko järjestäjä saanut toimeenpanopaikan omistajan/haltijan lu- ☐ Ei ☒ Kyllä  
van tilaisuuden toimeenpanemiseen
- Aiheuttaako tilaisuus huvitilan/-alueen ulkopuolelle kuuluvaa poik- ☐ Ei ☒ Kyllä  
keavaa melua
- Vaatiiko tilaisuus liikennejärjestelyjä ☒ Ei ☐ Kyllä
- Vaatiiko tilaisuuden ohjelmanumerot turvallisuustoimenpiteitä, ku- ☒ Ei ☐ Kyllä  
ten turvallisen yleisöalueen rajaamista, pelastushenkilöstöä ja –  
välineistöä
- Vaatiiko tilaisuus toimeenpanoalueen rajaamista muulta käytöltä ☒ Ei ☐ Kyllä
- Onko toimeenpanoalueella tilapäisiä huomattavia rakennelmia ☐ Ei ☒ Kyllä
- Vaatiiko tilaisuus erityisiä puhtaanapitojärjestelyjä ☐ Ei ☒ Kyllä
- Tapahtuuko tilaisuudessa elintarvikkeiden myyntiä ☒ Ei ☐ Kyllä
- Onko järjestäjä ottanut tilaisuuden varalle riittävän vastuuvakuu- ☐ Ei ☒ Kyllä  
tuksen
- Onko toimeenpanotila hyväksytty kokoontumishuoneistoksi ☐ Ei ☒ Kyllä
- Järjestäjä kieltää päihdyttävien aineiden hallussapidon tilaisuu- ☐ Ei ☒ Kyllä  
dessa
- Järjestäjä on järjestänyt alueelle poisotettujen esineiden säilytysti- ☐ Ei ☒ Kyllä  
lan

### Liitteet

Liitetiedostojen tulee olla avattavissa yleisimmillä Windows-ohjelmilla. Ilmoitukseen liittyvät liitetiedostot voi lähettää myös postitse toimeenpanopaikkakunnan poliisilaitokseen. Yhteystiedot: [www.poliisi.fi](http://www.poliisi.fi). Postitse lähetetyissä liitteissä tulee olla lähettäjän yhteystiedot sekä tieto mihin asiaan lähetettävät liitteet liittyvät.

### Päätöksen toimitustapa

☐ Noudetaan

☒ Postitetaan hakijalle

Attachment 13. Promoting in Go Expo –fair in Helsinki 5.-6.3.2010



The exhibition desk at Go Expo -fair. Photo: Elisa Salimäki





**Lahden Torilla**  
**29.4. Klo 17.30-19.00**  
**Säävaraus: Sateella peruttu**

**Zumba®Maraton**

**NICE RUN**


Ilmainen Nice Runiin osallistuneille, muille  
1€ Join the Party!  
with Hannele and Salla






The cover of Reebok sale letter

Hyvää oloa  
ja liikunnan iloa

Reebok 



Reetone

Paikkakunnat:

Pietarsaari	31.5.	Mikkeli	8.6.
Vaasa	1.6.	Lahti	9.6.
Seinäjoki	2.6.	Hämeenlinna	10.6.
Forssa	3.6.	Espoo	11.6.
Jyväskylä	7.6.		

**Reebok**  
YOUR MOVE



## Reebok



**15,-**

K4082 K4083 K2082 K2081  
TENNIS PLAY DRY L-2XL A



**15,-**

K4082 K4083 K2082 K2081  
TENNIS PLAY DRY L-2XL A



**25,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**25,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**20,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**20,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**3,-**

K3112 JUCOVARULLO

**Tarjoukset vain Sinulle!**

## Reebok



**35,-**

K4082 K4083 K2082 K2081  
TENNIS PLAY DRY L-2XL A



**15,-**

K4082 K4083 K2082 K2081  
TENNIS PLAY DRY L-2XL A



**109,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**129,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**40,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A



**40,-**

K2014 K2015 K2016 K2017  
TENNIS PLAY DRY L-2XL A

**Tarjoukset vain Sinulle!**





The back cover of the Reebok sale letter features a pink border with decorative floral patterns. It displays five items of athletic wear with their respective product codes, names, and prices:

- K23324 LÄMMITTELYTAKKI / SPORT TRACK JACKET**: A black zip-up jacket. Price: **25,-**
- K23217, K23219 REEBOK HUPPARITAKKI / FULL ZIP HOODY**: Two hoodies, one grey and one black. Price: **25,-**
- K23169, K23171 COLLEGEHOUSUT / CUFF KNIT PANT**: Two pairs of pants, one grey and one black. Price: **20,-**
- K23240, K23241 REEBOK HIHATON TOPPI / PUUVILLA**: Two tank tops, one red and one white. Price: **10,-**

At the bottom, the **NICE RUN** logo is displayed above the **INTERSPORT** logo. To the right is the **Reebok** logo. Below the Intersport logo, the text "Jälleenmyyjät tapahtumapaikoittain:" is followed by a list of retail locations:

- Intersport Kokkola / Intersport Vaasa
- Intersport Seinäjoki / Intersport Forssa
- Intersport Jyväskylä, Tourula /
- Intersport Lahti, Previo / Intersport Hämeenlinna /
- Intersport Espoo Suomenoja



Attachment 17. The informational leaflet of the event

The front cover of the informational leaflet

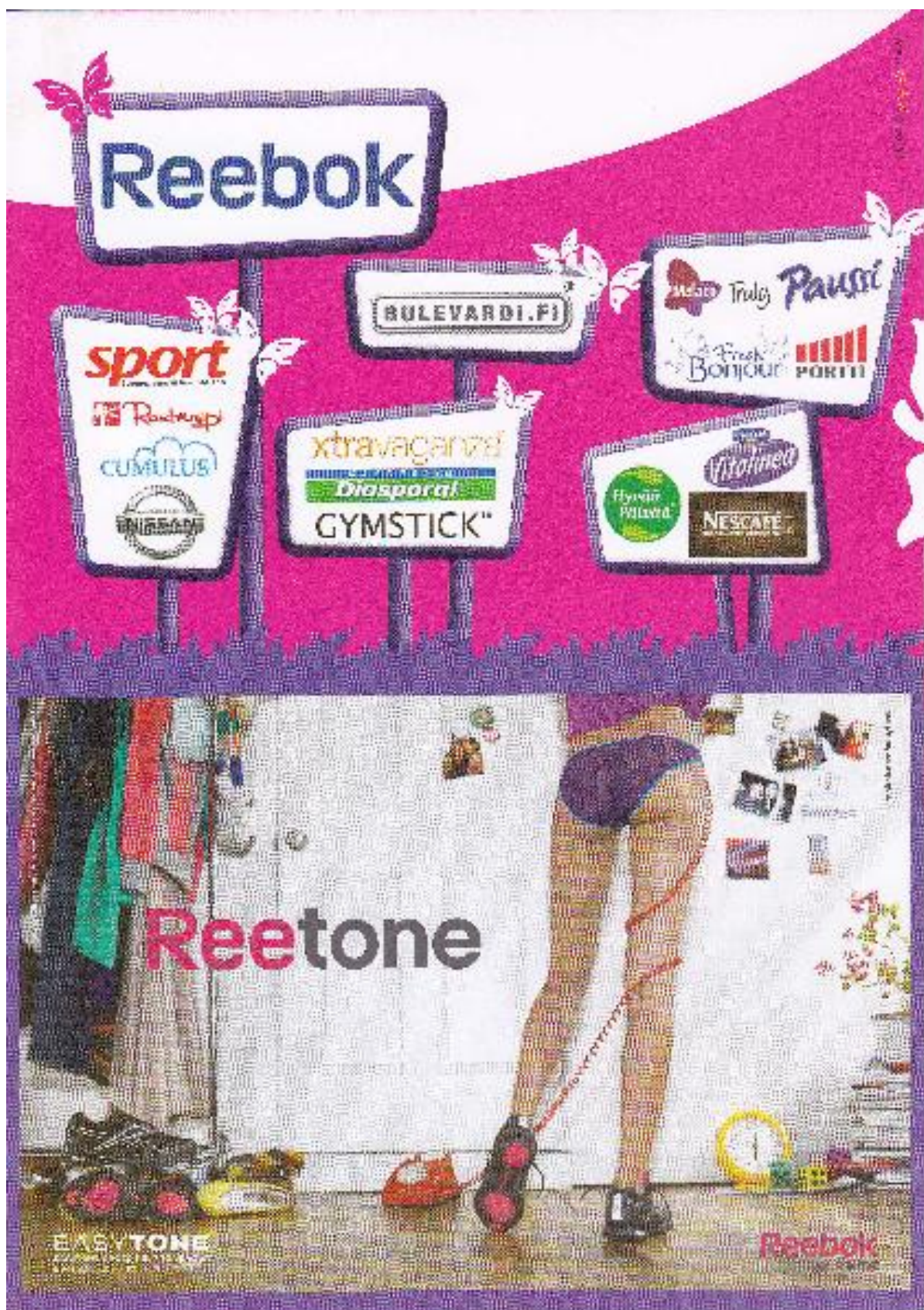




[illegible]



The back cover of the informational leaflet







## **Nice Run 2010 Palaute tapahtumista (Hanna & Hanna-Maija)**

Jätimme pois joitakin kohtia (nettisivut ja yleinen arvosana meidän Nice Runista)

Lahti

Valtakunnallinen organisointi	5
Ohjelma (lämmittely & verryttely)	4
Juontaja	4
Reitti & opastus	3
Piknik	3
Yleinen toimivuus tapahtumassa	3
Nice Run järjestelyt ennen tapahtumaa	4

+ Alueen rajausta tosi hyvä!

+ Anu ja infopiste

+ Vessat

+ Mitalien jako ja Roope

+ World Vision kiva lisä tapahtumaan

Yleinen organisointi

Reitin merkkaukseen liian myöhään, vain yksi henkilö tiesi reitin

Vesipiste ei ollut valmiina tapahtuman alkaessa

Paniikki näkyi osallistujille tapahtuman alussa, infoteltasta tukossa työntekijöistä

Paras juttu: Alueen rajausta ja sijoittelu

Attachment 20. The roster of the event

### **Työvuorot:**

#### **Kuiva Piknikpakkaus:**

Liisa, Elina, Annika, Ella, Viivi, Tiia, Kata **KLO 12-14**

#### **Kylmä Piknikpakkaus:**

Liisa, Elina, Annika, Ella, Viivi, Tiia, Kata **KLO 17-18**

Piknikkassien jako:

Elina, Hanna, Hanski, (Vilma) **KLO 18-20**

#### **INFO-piste:**

Anu KLO 16-19

Essi KLO 19-20

#### **Juomapiste:**

Liisa, Laura, Henna **KLO 16-21**

Kassisäilytys:

Elina, Anna, Taika, Lotta **KLO 16-21**

#### **Opastus reitin varrella:**

Essi, Rita, Vilma **KLO 18-19.15**

#### **Kysely:**

Anu klo 19-20.30

Annika&Viivi **klo 19-19.30**

Tea&Ella klo 19.30-20

Tiia&Kata klo 20-20.30

**Juontajan apulainen:**

Lia KLO 16-22 (Lia käytetään myös tarvittaessa muualla)

**Mitalien jako:**

Lotta, Sanni, Miika, Jouko, Roope+ extra mies KLO 18.15-19.30

**Lava kokoaminen/purku:**

Elisa, Elina, Liisa

**Juontajan haastattelu:**

Lotta, Sanni KLO 19.30-19.45

**Esipyöräilijä:**

Emma KLO 18-20



ARVOPAPERI

## PIKNIK-TOSITE

Olet ilmoittanut ryhmän Nice Run-tapahtumaan, minkä johdosta saatte tapahtumassa piknik-kassin.

Jaamme piknik-kassit maailueen läheisyydessä klo 19.00 – 21.00.

Luovutamme kassin tätä tosilletta vastaan.

Kassi sisältää runsaasti syötävää ja juotavaa sekä lautaset ja aterimet kuudelle hengelle.

**Nautinnollisia piknik-hetkiä!**

Toivottaa,  
Nice Run järjestäjät

**HUOM!** Vain tämä alkuperäistosite oikeuttaa piknik-kassiin. Faksit tai muut kopiot eivät kelpaa.

## PIKNIK-TOSITE

## **Nice Run 2010 Piknik -kassissa**

### **/Hlö:**

Hyvää päivää –juoma /hlö

Paussi välipalapatukka /hlö

Malaco Truly –näytepussi /hlö

Danone –juotava jogurtti /hlö

Sämpylä /hlö

Hedelmä /hlö

### **/Piknik-kassissa:**

Minitomaattirasia /piknik

Fresh Bonjour –levite /piknik

Järvi-Suomen Portti –leikkele /piknik

Järvi-Suomen Portti –Kaisersalaatti /piknik

Paussi leipäcracker –paketti /piknik

Kurkku /piknik

### **Näytteitä:**

Perskindol - kylmä/kuumageeli /hlö

Diasporal – Magnesiumjauhe /hlö

Nescafe – kahvijuumajauhe /hlö

### **Esitteitä/tarjouksia:**

Reebok –Easy Tone jumppaopas (A6)/hlö

Xtravaganza /hlö

## **Nicke Lignellin haastattelu**

1. Olit mukana Tanssii Tähtien Kanssa 3. tuotantokaudella vuonna 2008 ja sijoituit toiseksi parisi Susa Matsonin kanssa. Osasitko sä tanssia ennen kilpailuun lähtemistä sun vaimon kanssa?
2. Mitäs hän nykyään sanoo sun tanssitaidoista?
3. Mikä oli sun paras kokemus kilpailusta? (Tanssii Tähtien Kanssa)
4. Jos joku näistä naisista hakis sua täällä tanssimaan niin menisitkö sä?
5. Juonsit ohjelmaa Fiksumpi kuin koululainen, mutta me haluamme tietää oletsa fiksumpi kuin koululainen. Siksi esitämmekin muutaman kysymyksen sinulle:

*Ensimmäinen kysymys.* Kuuluuko niveljalkaiset selkärankaisten vai selkärangattomien eläinkuntaan? (Vast. selkärangaton)

*Toinen kysymys.* Montako kertaa sydän lyö päivässä? (Vast. 100 000 kertaa)

*Kolmas kysymys.* Liukeneeko sokeri paremmin kylmään vai kuumaan veteen? (Vast. Kuumaan)

Sinun tulee nyt sanoa yleisöllemme: Olen fiksumpi kuin koululainen/ En ole fiksumpi kuin koululainen.

6. Jos saisit valita tutustuisitko Lahdessa mäkihyppytorniin, Sibeliustaloon vaiko kulinarsistisena elämyksenä lihamukiin?

Vielä viimeiseksi.

7. Mikä on parasta Lahdessa?



## Työtodistus

### Lahden Nice Run –tapahtuma

---

on osallistunut Nice Run –tapahtuman järjestämiseen  
Lahdessa 9.6.2010.

Työtehtävinä tapahtumassa ovat olleet:

- Piknik-pakkaus ja -jako
- Haastattelut
- Tapahtumapaikan siisteyden ylläpito
- Tavarasäilytyksessä työskentely
- Mitalien jako
- Opastus reitin varrella ja infopisteessä

Lahdessa 9.6.2010

Hanna-Maija Haikka

Nice Run projektipäällikkö

Elisa Salimäki

Tapahtumavastaava





Attachment 25. The photos of the event day



The interview for Yle Lahti. Photo: Liisa Salimäki



The warm-up. Photo: Hanna-Maija Haikka





The Zumba® rhythms at warm-up. Photo: Hanna-Maija Haikka

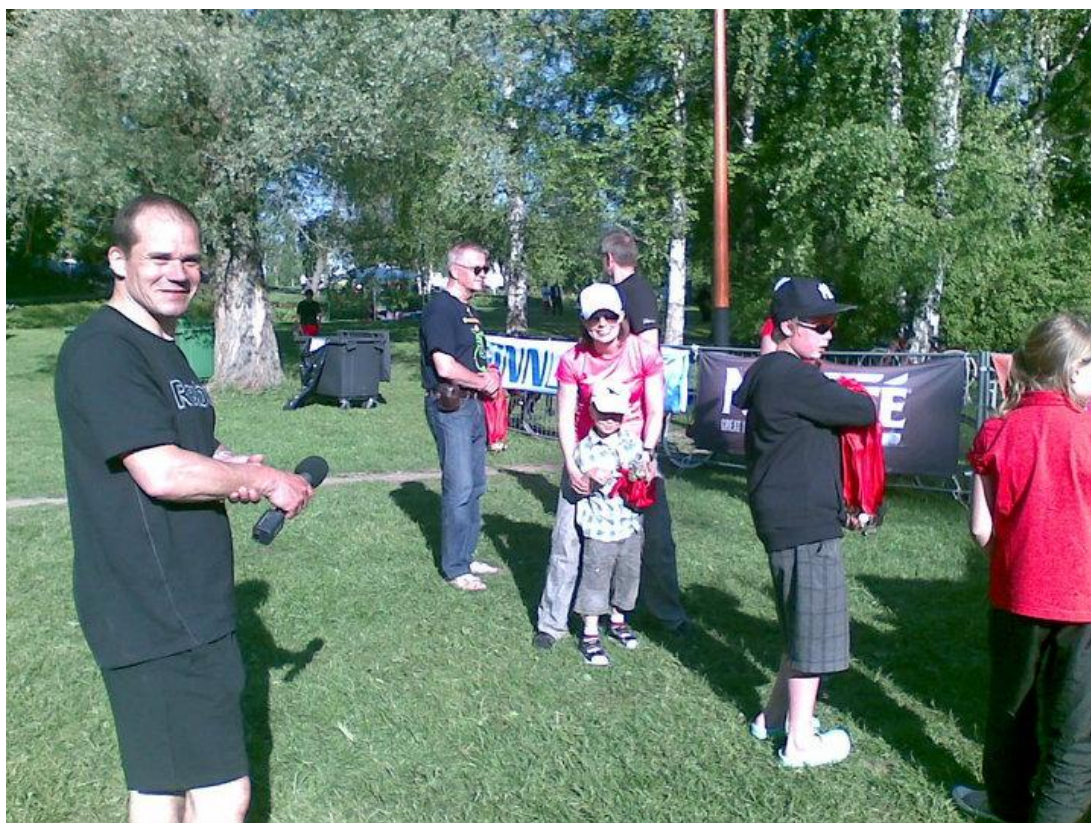


Dance moves on the event. Photo:Hanna-Maija Haikka





Exercising on the event. Photo: Hanna-Maija Haikka

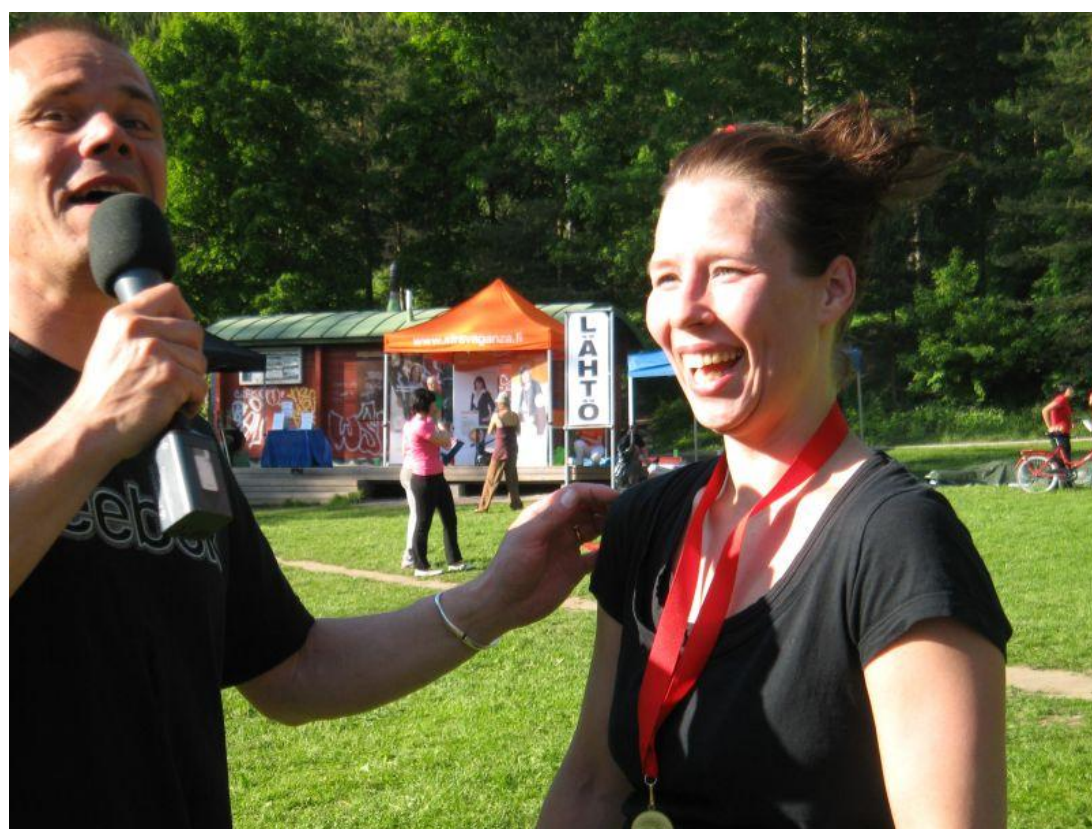


Mr. Lignell and staff waiting for ladies from the running route. Photo: Laura Anunti





Sharing the participation medals. Photo: Laura Anunti



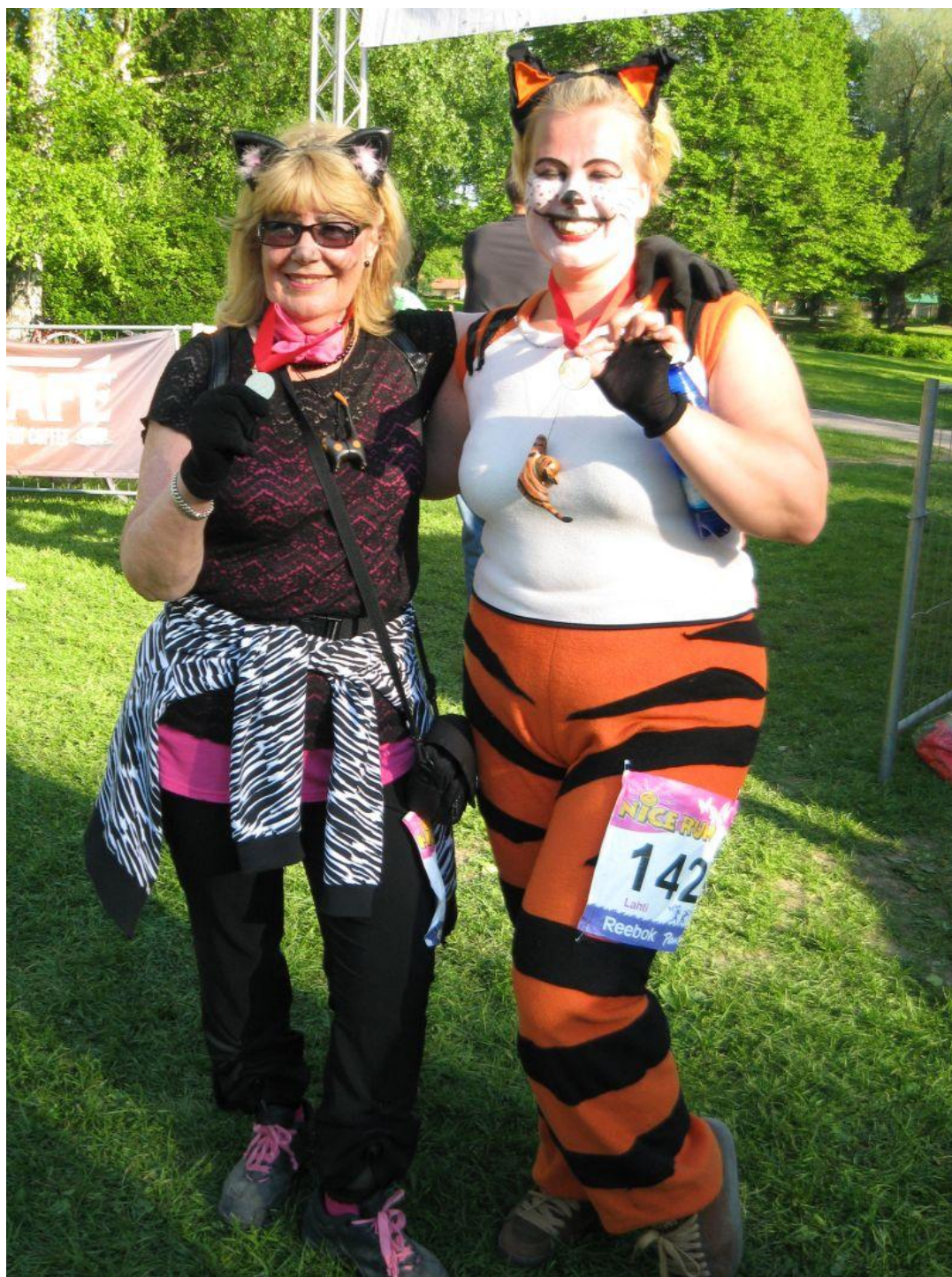
Mr. Lignell interviews one customer. Photo:Hanna-Maija Haikka





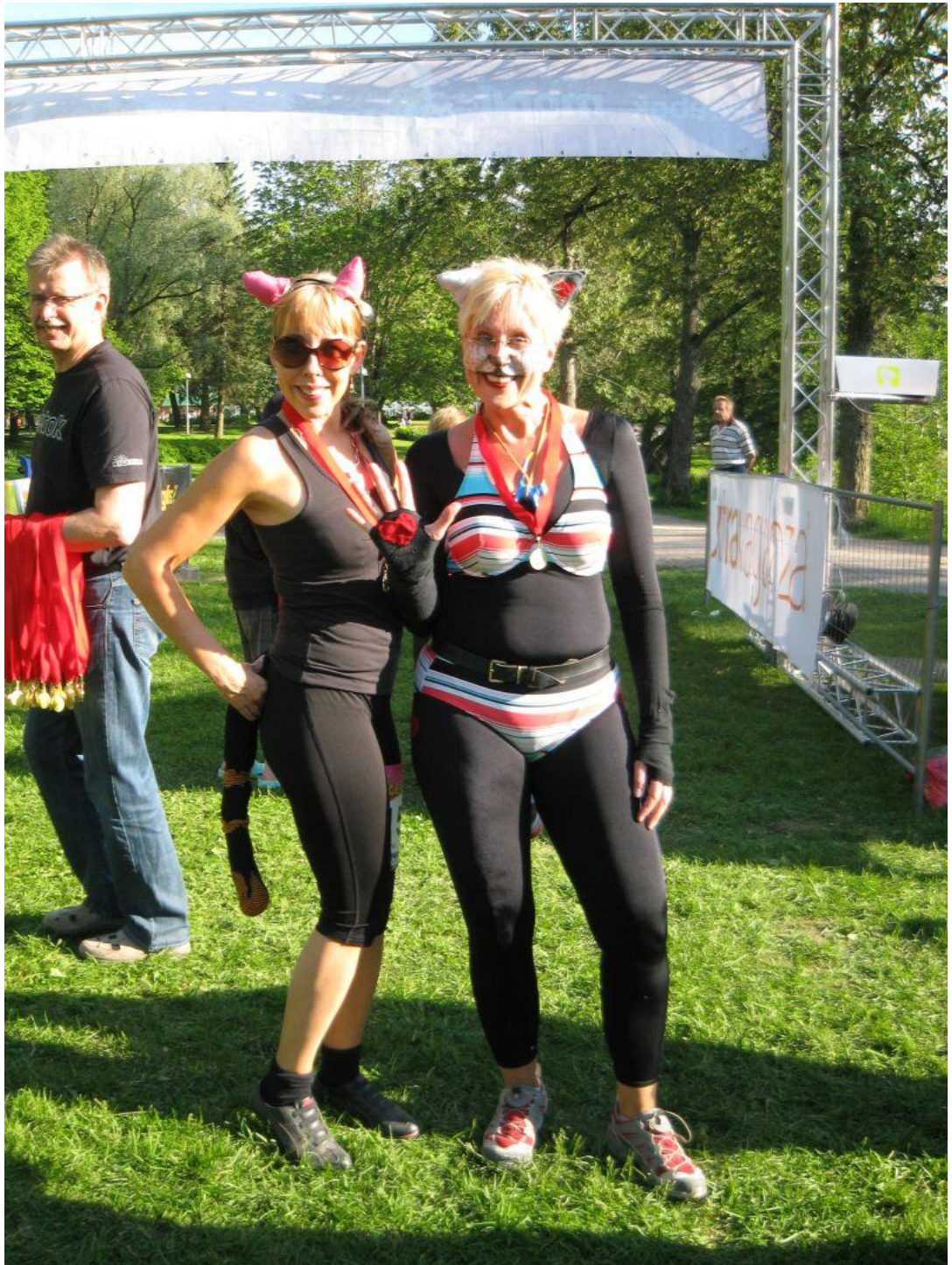
Nordic Walking at Nice Run event. Photo: Hanna-Maija Haikka





The kitty cats at finish line. Photo:Hanna-Maija Haikka





The customers' great costumes. Photo: Hanna-Maija Haikka





Great feeling after running. Photo: Hanna-Maija Haikka





Ladies in front of the information desk. Photo:Hanna-Maija Haikka



Some stakeholders enjoying from their picnic. Photo: Hanna-Maija Haikka